DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON 25, D. C.

December 31, 1958

Mr. William G. Harley
President, NAEB
University of Wisconsin
Madison, Wisconsin

Dear Bill:

Thank you for your thoughtful letter advising me of my re-election as Director-at-Large. I'll be perfectly shameless and tell you that I am delighted, for I rather looked forward to the opportunity to play on your team. I've enjoyed the past two years enormously, and agree with you, that we face even greater challenges in the next two.

I have your memo about committee appointments and again, I am happy to accept.

I was sorry that it was not possible for me to get to the meeting of the Professional Advancement Committee in Chicago, but I've read the minutes and am impressed by all that happened. If NAEB could assume the responsibility for building a fire under our teacher training institutions and influencing them to put some real meat on the bones of most of the existing courses, we would indeed have made progress.

Good luck to you, Mr. Prexy. Long may you reign!

Cordially

Gertrude

(Mrs.) Gertrude G. Broderick
Radio-Television Education Specialist

December 31, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

It was nice to talk to you yesterday morning and to try to give you the additional information you needed in going over our recent requests.

The change in possible grant dates back to July 1 - June 30 as a fiscal year basis, instead of September 1 - August 31, will be no problem, since the former has regularly been our fiscal year basis. As indicated in our request of October 23, 1958 for permission to use funds in the amount of $8,249 from the current grant to permit continued operation during that two month period, there will probably be a balance as of July 31, 1959. If the Foundation prefers to have us maintain our current fiscal basis (July 1 - June 30), any balance can either be returned to the Foundation or handled in a manner to be decided later. How large it will be will depend on your decision on our request to use a part of the sum to pay headquarters staff salaries until September 1, in case no new grant is forthcoming, or our request to use part of it for a summer seminar, in case a new grant is approved.

In answer to your suggestion that additional justification would be useful in explaining how Request No. 2 (including funds for seminars and workshops, materials distribution, and international relations) would assist us to achieve self-support more rapidly and effectively than Request No. 1, which excludes these items, we should like to add to the statements earlier made (pp. 3-6 of the explanation included as a part of Request No. 2), the attached statement, which can be considered as a supplement to our earlier explanations.

This will also confirm my telephone reactions to your question, which I believe, in essence was: If the Foundation could provide the amounts, or approximately the amounts, indicated in the first (minimum) column of our Request No. 2 (omitting from consideration the International Relations item on which there is no firm decision but which now appears least likely of those listed to be approved), that is if the Foundation could approve, for example $16,000 - $18,000 for Seminars and Workshops and/or Materials Distribution, would we prefer to have the minimum for <u>both</u> items, or the maximum (or near the maximum) for Seminars and Workshops, with <u>nothing</u> for Materials Distribution. (I'm sure your question was not as

awkwardly phrased as I have rephrased it.) The answer given you, and repeated herewith was that we would prefer some for both Seminars and Workshops and Materials Distribution.

Materials Distribution, in fact, is likely to produce more immediate increased income for achieving self-support than are Seminars and Workshops, important as the latter are in the long-range role which the NAEB seeks to play in contributing to sound uses of these media for American education.

Once again I should like to thank you for your call, and for the opportunity to provide you this additional information. This letter and the attached justifications can be considered as an amendment or supplement to the materials sent you on October 23 as a part of our alternative grant requests.

If there are additional materials or comments needed for your consideration, we shall be happy to provide them whenever they may be needed.

May we wish you, once again, a fine New Year!

Sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:jg
Enclosure

ADDITIONAL JUSTIFICATION

OF

GRANT REQUEST ITEMS,

AS LISTED, AS CONTRIBUTING TO

NAEB SELF-SUPPORT

Seminars and Workshops

With seminars and workshops the NAEB has been able to bring together with educational broadcasters at all staff levels some of the finest minds from the principal disciplines included in American education. The mutual respect which has developed among the individuals who have attended, the consultants who have served, and the NAEB as the facilitating and guiding agency which has planned and implemented these meetings, has only recently begun to be realized. Many of the consultants have become individual members of the NAEB. So have many of the attendees. The latter are already grateful and most of them will, we feel sure, become loyal individual members. However, if they do so, it will be because they feel that the NAEB will continue to provide useful services---not out of a sense of gratitude for past services. The experience of national organizations generally confirms the need to maintain steady service and imaginative leadership if they are to survive in an age when organizational vacuums are rapidly filled.

We believe that basically the success of radio and television as educational instruments will depend more and more on the development of a body of such individuals as are reached by our seminars and workshops---welded into a profession under the leadership and banner of the NAEB---or some other organization, if the NAEB fails to be dynamic and responsive to their needs for continued growth and development.

This growing group of professionals (in all but their awareness of professionalism) will increase the need for, certainty of the growth of, and chances of success of, such a professional organization.

At present we are confronted with the problem of conducting self-financing seminars. But at the present state of this profession, still a-borning, the individuals from whom we need to secure the sums necessary to support these seminars do not enjoy adequate status in their mother-institutions to enable them to secure such funds. The NPAC has enjoyed considerable success in this type of seminar

because the status of the agricultural extension editor is firmly established, by a long tradition, in his institution. Such expenditures are recognized as valid, and are in fact provided for in Department of Agriculture grants to many Land Grant Colleges. Similarly, the NAB (the commercial broadcasting counterpart of the NAEB) must limit its attendance, in spite of the fact that it charges $500.00 for two-week seminars in such areas as management and engineering. For here too, travel and conference funds are available, and their legitimacy is recognized.

Teachers who attend such seminars as we offer, however, must as yet frequently do so at their own personal expense, just as many must pay their own expenses (and some must even use vacation time) to attend NAEB Conventions or Regional meetings. That so many do this is, we feel, a tribute to the NAEB as well as to the devotion of such people. The status of both educational broadcasters (including teachers in closed circuit installations), and the NAEB itself, is not yet high enough, and has not yet proved itself over a long enough period of time, to secure the recognition which leads to availability of funds. We are confident that this will happen, and has in fact already happened in many institutions.

However, an additional subsidy would greatly facilitate this development, and would enable us to phase out gradually the assistance provided for such seminars, until, in a few years, an increasing number can be self-supporting. The fact that the "profession" is so new, NAEB efforts are so recent, the individual membership category so new, and the recognition of the possible values of television and radio to all education is as yet so spotty, should not discourage us or surprise us. But they should illustrate the need for some additional outside assistance until the status visualized for both the instruments and the personnel involved is achieved.

Each year new broadcast specialists leave the commercial field, many in frustration, to become educational broadcasters. These people, too, need assistance

in understanding the new uses of the media which education implies. New stations go on the air each month. When invited to membership in the NAEB, they ask what the NAEB can do for them. The answer to this question not only determines whether they will join but also how vigorously they can later justify to their administrations an increase in NAEB dues, the gradual introduction of charges for seminars, and the other contributions which each institution must assume in a newly-developing national movement which must eventually support itself.

Some funds for Seminars and Workshops, though more indirectly and slowly than some of the other items discussed below, will greatly assist the NAEB to expedite the achievement of self-supporting status through the continued growth of respect which will accrue both to the individuals concerned and to the NAEB itself as the usefulness of both to American education is increasingly recognized.

In the recognitions which have come to numerous individuals in the NAEB in only the last two or three years we see evidence that recognition of our role is beginning to develop. We believe that appointments to various national commissions, executive committees and chairmanships of various national conferences, panels and meetings constitute at least as much recognition for what the NAEB stands for as for the individuals involved. This and other evidences give us confidence that the new role we see for television and radio in America, based upon individuals with the training, devotion and inspiration which only seminars can provide, can be welded into a profession which will someday enjoy the respect which we now envision it as deserving.

Materials Distribution

The success of NAEB publications already is heart-warming in view of the meager resources so far available to support them. We note with pride the increasing number of quotations from the Newsletter, the Journal and other materials issued by the Association, in foreign educational and broadcasting publications, as well as many in the U.S.

The fact that most of these materials appear at all sometimes seems a miracle in view of the conditions under which they are presently edited. Workshop and seminar reports, and committee publications, are edited, as possible, by members of the Headquarters Staff who are already more than fully occupied with other duties. The Newsletter is edited by the young lady on the Headquarters staff who also runs the Placement Service of the NAEB and serves as Traffic Manager of the NAEB Network, which together already constitute a full-time position. This editing is done under the supervision of the Associate Director and Executive Director of the NAEB. Formerly mimeographed, it has for two years appeared in printed form.

The Journal, taken over in the merger with the AERT, also two years ago (January 1, 1957) has each year been edited by whatever part-time help is available — last year by a graduate student in Journalism at the University of Illinois and this year by a program assistant on the staff of the University of Illinois' radio station. Both operate under the supervision of Frank Schooley, who has handled this supervision, as well as the many details connected with the development of individual memberships in the NAEB, in addition to his many other NAEB and University responsibilities.

There is currently no one to coordinate these two regular publications, and printing and editing charges still considerably exceed the income from individual membership dues. No funds are available to pay for articles or even the usual number of author's copies. In spite of the printing and editing errors which characterize both publications in view of the conditions described above, their growing acceptance is a tribute to their content and the realness of the need they seek to meet.

The growing number of educational broadcasters, as a potential profession, have no other publications to turn to as their professional "journals", comparable

to the journals of teachers of English, modern languages, political and social sciences, etc. If our Journal, particularly, is to achieve comparable stature, quality and usefulness, funds to provide an individual on the Headquarters staff who can edit it, the Newsletter and the many other materials we issue, coordinate the two principal monthly publications, and provide supervision of the printing process in a manner which is not now possible, are urgently needed from outside sources to speed up the achievement of the broad base of membership support which will eventually make them self-supporting as are the journals of other such professional groups.

Such assistance will provide prestige which will accrue to the entire association and to those in this field of activity. A full-time editor would also make possible the exploration of advertising in the Journal as a source of additional support, and many other possibilities not now possible in the present hand-to-mouth "holding" operation being conducted.

Probably no other single product of the NAEB shows as much promise of relatively short-term success in dramatizing to educational broadcasters and administrators alike the values of membership, and the new contributions to American education which these electronic media, responsibly used, can make. This will broaden the base of support of the NAEB at both the individual and the institutional levels. To make our publications "must" reading to the people who need such guidance as we can provide, and to achieve the distinction in format and editing which the content available is already beginning to achieve, the drastic improvement which our request envisions appears essential. It also appears to offer the likelihood of more rapid fiscal returns than any of the other projects proposed.

International Relations

Within the last few months a new organization, the Broadcasting Foundation of America, has come into being. It was formed principally by two former NAEB officers and committee workers. In explaining to us the reasons for its formation, these individuals stated that the reasons on which they had proceeded were based on the NAEB's apparent unwillingness or inability to meet the great need for American leadership which exists in the international program exchange area.

The NAEB's inability to meet the need in this area is, we must admit, a fact. In answer to invitations to the NAEB to provide speakers, consultants, judges and representatives to distinguished international broadcasting conferences, particularly in Europe, the NAEB's inability to provide funds for travel for its most logical representatives has resulted in our having to delegate, for representation, whoever could attend, or happened to be in Europe at the time: as Fulbright scholars, or individuals on sabbaticals, etc. Consequently, for many conferences, the NAEB has been embarrassingly inadequately represented. Opportunities for leadership of the highest order have been missed. And various other organizations, less acceptable to European broadcasting and educational leaders, begin to be accepted, reluctantly, as representatives of American education and educational broadcasting in such capacities.

In the few cases when the representatives we have been able to secure at little or no cost to the NAEB have been good, the resultant flood of letters and requests to us has been gratifying. The fine offices of several European broadcasting systems proudly display on their walls framed citations from the NAEB for programs they have provided the NAEB, at no cost to us. Our inability to repay them in kind, in even a few programs created specifically for them, which they would gladly broadcast, has met with a patience which reveals unusual understanding of the still prevalent

poverty of the newly emerging educational broadcasting movement in the U.S.

Among the inquiries received following each effort we have been able to make, are applications for membership, subscriptions to publications, and orders for materials we publish. Our Factsheets, TV Monitoring studies, and reports of seminars in production, writing and educational uses of television and radio have been distributed to scores of foreign scholars and addresses. Since the NAEB is unique not only in the U.S. but in the world the opportunities available for the development of both prestige for America and, on a long-term basis, for additional income, are factors to be considered in the NAEB's overall effort to achieve self-support. In this case, however, the immediate returns likely to accrue are less promising to the NAEB as such than for the overall reputation of the U.S. abroad, at a time when many nations are eager for the leadership we could provide if such modest funds as are requested were available.

HJS:cmc
December 31, 1958

ALABAMA EDUCATIONAL TELEVISION COMMISSION

807 PROTECTIVE LIFE BUILDING
BIRMINGHAM 3, ALABAMA
TELEPHONE FAIRFAX 2-4625

WAIQ, CHANNEL 2
WBIQ, CHANNEL 10
WTIQ, CHANNEL 7

COMMISSIONERS
REX SIKES
Luverne
VINCENT F. KILBORN
Mobile
H. MAYNARD LAYMAN
Decatur
MRS. BERTHA S. ROBERTS
Gadsden
NAT WELCH
Auburn

STAFF
RAYMOND D. HURLBERT
General Manager
AL RENFRO
Chief Engineer
LOUIS PENEGUY
Director
Coordination & Information
MRS. MADGE LAW
Office Manager

December 29, 1958

Mr. William G. Harley
President-Elect
N.A.E.B.
Station WHA-TV
Madison, Wisconsin

Dear Bill:

I am in receipt of your official announcement of my chairmanship of the NAEB Membership Committee as of your letter, dated December 23, 1958. This notice also includes two changes in Regional Committee members.

Under separate cover, I am in receipt of some related materials from Harry Skornia having to do with the membership drive of DAVI.

Am I to assume that my responsibility is as of the first of January, 1959? Am I further to assume that I am to devise and set in motion some plan for a membership campaign? These may seem like foolish questions, but I would prefer that whatever effort is made on my part will be in keeping with the thinking and planning of the President and Board of Directors.

In any new membership campaigns, there are certain matters of policy to be considered as well as means of operation. Your counsel and assistance is needed before I proceed with any campaign layout. Any suggestions are made as a means of insuring the success of whatever effort we may exert. Please advise at your earliest convenience.

Sincerely yours,

Raymond D. Hurlbert
General Manager

RDH/ml

cc: Dr. Harry Skornia

-ELECT

December 26, 1958
Station WHA-TV, Madison, Wis.

Miss Gertrude Broderick
Office of Education
U. S. Dept. of Health, Education and Welfare
Washington 25, D. C.

Dear Gertrude:

I have just learned of your election as Director-at-Large and I want to extend my congratulations and welcome you back to the NAEB Board of Directors.

I am well aware that there are many problems ahead for my administration and it is comforting to realize that there are dependable and experienced people such as yourself to help me shoulder the responsibilities. I look forward to working with you again in the interests of NAEB.

My very best wishes for the holiday season.

Cordially yours,

William G. Harley

WGH:jc

-ELECT
Station WHA-TV, Madison, Wis.
December 26, 1958

Mr. James S. Miles
Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

I have already done this on the telephone but just to make it official let me take this opportunity to again extend my congratulations on your election as Director of Region III and to welcome you back to the NAEB Board of Directors.

I'm well aware that there are a lot of tough problems ahead for my administration and it gives me a good deal of confidence to realize that I have "old hands" whom I admire and respect to help share the responsibilities.

I look forward to seeing you in person in Chicago on the 6th and meanwhile, my very best wishes for the holiday season.

Cordially yours,

William G. Harley

WGH:jc

-ELECT
Station WHA-TV, Madison, Wis.
December 26, 1958

Mr. Duff Browne
Station WYES-TV
916 Navarre Avenue
New Orleans 24, Louisiana

Dear Duff:

I have just learned of your election as Director of Region V and I want to extend my congratulations and welcome you to the NAEB Board of Directors.

Certainly with all the new and warmed-over blood that has been injected into the NAEB administration, no one can now charge (as Schwarzwalder once did) that NAEB is nothing but a closed club run by a bunch of superannuated radio men. With you, McBride, Engar, Schwarzwalder and myself there is a good deal of TV management represented on the Board; and, of course, Schooley, Miles, and Ausmus are very much involved in television, too. Your election to the NAEB Board also provides another link to the Center via your membership on the fund raising subcommittee of the Affiliates.

So I am sure you will add strength to our Board and I look forward to working with you in the interests of NAEB.

Best wishes for the holiday season.

Cordially yours,

William G. Harley

WGH:jc

C O P Y

October 23, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

The National Association of Educational Broadcasters herewith respectfully requests permission to use funds in the amount of $8,249.00 from the current W. K. Kellogg Foundation Grant to permit continued operation of the NAEB Headquarters for the interim period, July 1, 1959 to August 31, 1959. This, in essence, would extend the fiscal year of the current W. K. Kellogg Foundation Grant to the NAEB from 12 to 14 months.

The three-year grant, made February 23, 1956, to cover the period July 1, 1956 to June 30, 1959, was in the amount of $141,000. Of this amount the Foundation has actually issued checks in the amount of $136,851, as follows:

For 1956-1957	$46,221.00
For 1957-1958	44,686.00
For 1958-1959	45,944.00
Total	$136,851.00

This leaves an untransmitted balance of $4,149. In addition, $4,100 of the 1958-1959 grant, already transmitted to the NAEB, is uncommitted and held as a contingency item, in accordance with instructions contained in your letter to us of September 30, 1958. These two sums together represent the balance, remaining from the original grant of $141,000, of $8,249.00.

At the present time the Association plans to change its fiscal year to the period September 1 to August 31, and a request is being submitted to the Foundation for a new grant beginning September 1, 1959 on this new fiscal year basis. The request represented by this letter is designed to provide operating funds for the period between July 1, 1959 and August 31, 1959.

In preparing the budget (herewith attached) for the two-month period, "fixed" items, such as salaries, mailing expenses, office supplies, etc., were calculated at one-sixth the current 1958-1959 budget. Certain items, such as

equipment, research, regional meetings and executive committee meetings, have been eliminated. However, it is felt that an effort should be made to hold a national seminar, to carry on the professional advancement activities of the Association, in the summer of 1959. Although the amount actually budgeted for the Seminar in the attached budget ($1,642) is realistically too small, it is anticipated that, with certain other economies, a small sum may be saved from other items in this year's budget which could be used to supplement the $1,642.00 earmarked from the $8,249 involved for such a seminar. It is hereby requested that the Foundation permit the Association to use any balance remaining from the current 1958-1959 budget as of June 30, 1959, to enable the Association to conduct a seminar of the type held in the last few years, within the limits of available funds. This would involve no additional commitment of funds beyond those authorized in the three year grant of $111,000.00.

In summary, then, the Association requests permission from the Foundation to use the $8,249 uncommitted balance from the original three-year grant of $111,000, plus any balance remaining from the 1958-1959 operational budget to carry on the Headquarters operation during the period, July 1, 1959-August 31, 1959, and to conduct one seminar from any available balance which may remain.

We should be most grateful for the Foundation's consideration of this request, and shall be glad to provide any additional explanation which may be needed.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cmc

CC: F. E. Schooley
Richard Hull

Copy

October 21, 1958

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
250 Champion Street
Battle Creek, Michigan

Dear Maurice:

In today's mail to you we are sending the following items:

1) A letter requesting permission to use $8,249.00, balance remaining from the current $11,000 grant, during July and August, 1959.

2) A request to the W. K. Kellogg Foundation, on an alternative basis (Request #1 being a minimal survival budget; Request #2 being the same plus a request for some additional funds, as discussed with you and Dr. Morris September 24) for the three year period September 1, 1959 to August 31, 1962, preceded by a general orientation and progress statement.

3) A listing of NAED Seminars and Workshops held during the past nine years, as illustration of our professional development approach and activities.

It is our understanding that the special Professional Development Project Proposal which we discussed with you orally, September 24 is to be submitted to you by February 1, 1959, as a separate presentation. If there is any change in date, or procedure, since our discussion we shall try to make any changes or adjustments which may be necessary.

On behalf of the officers, the Board and the membership of the NAED, I wish to express our sincere thanks for the opportunity to submit these proposals for your consideration.

Sincerely,

Harry J. Skornia
Executive Director

HJS:emc

CC: F. E. Schooley
Richard Hull

Supplementary Budget Request for the Period July 1, 1959 - August 31, 1959

Summary (Detail below)	
Salaries and Wages	$5,179.00
Seminars and Travel	2,242.00
Supplies and Expenses	435.00
Administrative Expense	393.00
TOTAL	$8,249.00

Salaries and Wages	
Executive Director	$2,000.00
Associate Director	1,534.00
Secretary	700.00
Clerk-Steno	490.00
Retirement (8.333% of Salaries)	384.00
Workmen's Compensation (1.5% of salaries)	71.00
TOTAL	$5,179.00

Seminars and Travel	
Travel, Officer and Staff	$ 600.00
Seminar	1,642.00
TOTAL	$2,242.00

Supplies and Expenses	
Mailing, Express, Freight	$ 200.00
Office Supplies and Expenses	185.00
Telephone and Telegraph	50.00
TOTAL	$ 435.00

Income

The income of $8,249 is the amount herewith requested from the W. K. Kellogg Foundation. This is the balance remaining from the $141,000 originally granted to cover the three-year period, July 1, 1956 - June 30, 1959. Grants have been made each of the three years, as follows:

1956-1957	$46,221.00
1957-1958	44,686.00
1958-1959	41,844.00 (1)
TOTAL	$132,751.00

(1) The actual amount received this fiscal year was $45,944. However $4,100 of this is being held as a contingency item, in accordance with the Foundation's letter to us of September 30, 1958. This amount is included in the total remaining balance of $8,249.

HJS:cmc
10/23/58

REQUEST #1
MINIMUM BUDGET

Proposed Annual Budget for NAEB Headquarters, 1959-1962

Summary (headings as in current budget)	Proposed	Current
Salaries & Wages	$30,800.00	$32,019.00
Seminars, Travel & Research	3,500.00	10,000.00
Supplies & Expenses	3,000.00	5,550.00
Administrative Expense (5% to University of Illinois)	1,865.00	2,379.00
Totals	$39,165.00	$49,848.00

Salaries & Wages		
Executive Director	$12,000.00	$12,000.00
Associate Director	9,200.00	9,200.00
Secretary	3,900.00	4,200.00
Clerk-Steno	3,000.00	2,880.00
Labor, misc.	—	1,000.00
Retirement	2,280.00	2,300.00
Workmen's Compensation	420.00	439.00
Totals	$30,800.00	$32,019.00

Seminars, Travel, Research		
Seminars	$ —	$ —
Regional Meetings	—	1,500.00
Executive Committee & Directors' Meetings	750.00	1,500.00
Officer (and staff) travel	2,000.00	3,500.00
NAEB Committees	750.00	1,500.00
Research	—	2,000.00
Totals	$ 3,500.00	$10,000.00

Supplies & Expenses		
Mailing, Express and Freight	$ 1,000.00	$ 1,200.00
Office Supplies & Expenses	800.00	1,000.00
Periodicals, Books, etc.	200.00	500.00
Telephone & Telegraph	400.00	500.00
Equipment (including parts replacement and repairs)	100.00	350.00
Publications & Reports	500.00	2,000.00
Totals	$ 3,000.00	$ 5,550.00

Proposed Budget (three-year basis)	1959-60	1960-61	1961-62
W. K. Kellogg Foundation	$30,000.00	$20,000.00	$10,000.00
Other Income (1)	9,165.00	19,165.00	29,165.00
Totals	$39,165.00	$39,165.00	$39,165.00

(1) This item includes, among other things, a five percent administrative charge against the NAEB Network (now self-supporting) for services provided to the Network by the Headquarters staff. Such a charge has not previously been made, but it is felt warranted in view of the amount of attention and time devoted by Headquarters staff to Network matters. (The annual Network budget is $35,000, making this annual charge $1,750.). In addition "Other Income" includes receipts from such sources as: NAEB Membership dues, sale of publications, profits from profit-making seminars, reimbursable services to non-members, etc. 1958 is the first year of operation under an increased dues structure and at this time it seems logical to assume that income from dues (in excess

Request #1, Minimum Budget

of publication costs, legal expenses and other routine administrative expenses not supported by the Headquarters budget) will be such as to provide a few thousand dollars each year for Headquarters support. In addition, there is a slow but steady trend toward increasing membership, especially in the Individual Membership category, and this amount is expected to increase somewhat in the next two or three years. The "experiment" this year of holding a "profit-making" seminar would seem to give promise that this sort of activity, if properly developed, could result in some modest increase of income in future years. Such income is counted on for the "other income" section of this budget.

REQUEST #2

Those items marked with an asterisk in the budget below are for additional services not included in Request #1. These are listed in the following priority order (designated in parentheses): Seminars and Workshops, Materials Distribution and International Relations. The two figures given for these items represent a range between minimum and desirable bases of support. For example, if $6,000 were granted per year, one major seminar could be held; for $18,000, three could be held.

Proposed Annual Budget Summary	Minimum	Optimum
Operational Salaries and Wages	$30,800.00	$30,800.00
Travel and NAEB Meetings	3,500.00	3,500.00
Supplies & Expenses (Headquarters operation)	3,000.00	3,000.00
Seminars & Workshops * (1)	6,000.00	18,000.00
Materials Distribution * (2)	10,000.00	15,000.00
International Relations * (3)	5,000.00	10,000.00
Administrative Expense (5% to U. of Ill.)	2,915.00	4,015.00
Totals	$61,215.00	$84,315.00

Operational Salaries & Wages		
Executive Director	$12,000.00	$12,000.00
Associate Director	9,200.00	9,200.00
Secretary	3,900.00	3,900.00
Clerk-Steno	3,000.00	3,000.00
Retirement	2,280.00	2,280.00
Workmen's Compensation	420.00	420.00
Totals	$30,800.00	$30,800.00

Travel & NAEB Meetings		
Executive Committee & Directors' Meetings	$ 750.00	$ 750.00
Officer & Staff Travel	2,000.00	2,000.00
NAEB Committees	750.00	750.00
Totals	$ 3,500.00	$ 3,500.00

Supplies & Expenses (Headquarters Operation)		
Mailing, Express, Freight	$ 1,000.00	$ 1,000.00
Office Supplies & Expenses	800.00	800.00
Periodicals, Books, etc.	200.00	200.00
Telephone & Telegraph	400.00	400.00
Equipment (including replacement parts and repairs)	100.00	100.00
Publications and Reports	500.00	500.00
Totals	$ 3,000.00	$ 3,000.00

Seminars & Workshops (1)		
1 - 3 Seminars and/or Workshops @ $6,000	$ 6,000.00	$18,000.00

Materials Distribution (2)		
Editor-Coordinator	$ 7,200.00	$ 7,200.00
Retirement & Workmen's Compensation	694.00	694.00
Collection, Publication & Distribution of Materials	2,106.00	7,106.00
Totals	$10,000.00	$15,000.00

Request #2

	Minimum	Optimum
International Relations (3) Travel to International Conferences; Dues to European Broadcasting Union, Prix Italia, International University of the Air; Program Exchange Development	$ 5,000.00	$10,000.00

Explanation

This budget, like Request #1, is submitted on a three-year basis.

The range given for the three additional activities which would be possible under Request #2 suggests possible support by the Foundation on a minimum basis, an optimum basis, or some figure between the two. Some of these projects might conceivably be supported on a maximum basis the first year, an intermediate basis the second year, and a minimum basis the third year, for example. The priority designation is given at the Foundation's request, in case not all of the three items included in Budget #2 (but not in Budget #1) can be supported.

No specific single figure is given for the amount requested in Request #2 because the grant, if forthcoming, will depend on how much the Foundation elects to grant for those activities for which a range is given. If Request #2 is considered favorably, the annual grant might be for any amount between the minimum budget in Request #1 and the optimum budget indicated in Request #2. It is possible that the Foundation might wish to discuss still other alternatives with NAEB representatives. In any event, if a three-year grant is deemed desirable, the actual amounts for the second and third years will be $10,000 and $20,000 less, respectively, than that requested for the first year, due to the increasing sums anticipated from the NAEB's own activities and materials as indicated at the end of the budget shown in Request #1.

Request #2

With reference to each of the three items included in Request #2, but not in Request #1, the following additional explanations are given.

(1) Seminars and Workshops: For the past several years the NAEB has utilized funds from both the W. K. Kellogg Foundation and the Ford Foundation (or funds established thereby) to conduct various seminars and workshops designed to increase the professional proficiency of staff members of educational television and radio stations. These activities have been especially important in view of the increasing number of educational stations and the shortage of adequately trained personnel to operate these facilities. These seminars and workshops have helped create a small "core" of well-qualified educational broadcasters scattered through the educational stations. However, the number of properly trained persons is still very small in terms of the need, and there is still much to do before an adequate supply of professionally trained broadcasters is available for the task we are being called upon to perform.

One of the difficulties in securing financing for meeting this problem is that in the area of greatest need for training, i.e., the proper training of teachers using television and the great number of educators involved in closed-circuit TV, we find that those needing the training are least able financially to finance that training for themselves.

The sum herein requested will enable the NAEB to continue these vitally needed seminars. The precise types of seminars or workshops to be run will be decided only after a conscientious investigation of the most pressing needs for each year.

The fact that the NAEB is requesting these funds should not be taken as an indication that the Association will not attempt to hold other self-supporting seminars, wherever and whenever possible. Experience with the NAEB - Purdue University Conference on Televised Instruction during the past summer leads us to believe that such meetings

can be held for certain types of broadcasting personnel, particularly on a regional or local basis, where travel and other costs can be kept to a minimum, and registration fees can be kept to a level which registrants can afford. Such self-supporting meetings will continue to be held whenever possible.

(2) Materials Distribution: One of the greatest handicaps facing educational broadcasting today is the "unawareness" on the part of leading educators of the important role that television and radio can and must play in education. This is largely due to the fact that information about studies completed or in progress, and articles and digests of projects illustrating the use of these media, are not widely enough distributed to the proper people, nor distributed in understandable form.

The increased activity expected to result from the National Defense Education Act is likely to increase still further the volume of materials and studies available. This will increase the need for sifting, interpretation and distribution of the implications of such studies, in terms which busy administrators, as well as our other members, who can not cope with the increasing volume or specialized terminology of the study reports themselves, will find meaningful and useful.

The present NAEB publications: the Journal and the Newsletter, are already available as vehicles for this distribution. However additional editorial assistance, as well as distribution funds, will be necessary to meet this increasing demand. Due to a shortage of funds at present the Newsletter is edited by the individual who also serves as NAEB Network Traffic Manager and NAEB Placement Officer, while the Journal is edited on a part-time basis by an employee of one of the local radio stations.

This request, therefore, includes funds to provide for a full-time individual, with both research and editorial qualifications, who would devote his energies and time primarily to a careful perusal of the research and other studies going on in the field, and seeing to it that the results of all principal developments are distributed to the proper people in readily available and understandable form. Digests of significant

research would be published increasingly as an expansion of the present NAEB Research Fact Sheet Service. Free subscriptions to the Journal and Newsletter would be provided selectively, at first, to leading educators and other opinion leaders. The membership of the NAEB would be greatly expanded by this increased service, and a general clearing house for the distribution of essential materials and information would be established.

An important result expected from this project is the stimulus it would give to efforts of the NAEB to become more and more self-supporting. One of the most likely sources of annual revenue is the sale of our periodicals and other publications. This grant would permit the up-grading of present publications, to a point where the demand for them should increase significantly. The income from such publication and distribution efforts must become an increasingly important factor in the NAEB's budget.

(3) International Relations: The NAEB has been very active in the field of international exchange of broadcasting personnel, information and programs, and it is felt that its activity in this area must be increased in view of the growing need for international understanding, and the increased requests for assistance from U. S. government agencies as well as foreign broadcasters directly. The activities so far engaged in have not begun to meet the need adequately. They have only been possible through the generosity of foreign broadcasting systems (many of which proudly display NAEB citations in their European offices) and the availability for several years of Fulbright Scholars, representing educational broadcasting, who were able to represent the NAEB at important international broadcasting meetings. Although the NAEB holds memberships in the European Broadcasting Union, the International University of the Air, and Prix Italia, active participation of the type requested, or representation by the specialists who would show the U. S. up to the best advantage, has been impossible due to the lack of funds.

Request #2

United States entries in the Prix Italia (probably the most important international broadcasting competition) must be processed through the NAEB, the official representative to the Prix Italia from this country. Lack of sufficient funds for translation, attractive presentations, and other necessary steps has resulted in relatively insignificant entries which have sometimes done a disservice not only to the NAEB but to broadcasting in the United States, as a whole.

The same is true of representation at important international conferences held by the European Broadcasting Union, where qualified representation by the United States is not only desirable but has been repeatedly and urgently requested. Lack of funds has made sending a delegate impossible. Many nations exchange programs, through the International University of the Air, in many languages. In this case too, lack of funds has made contributions by the NAEB impossible.

Although many foreign broadcasters come to this country each year, seeking to learn more about broadcasting in the United States, they are frequently handicapped by a lack of travel funds. The NAEB would like to be in a position to make certain small side trips to certain educational stations possible for these distinguished foreign visitors, and have at least modest funds available to assist them when necessary with some of the minor amenities which such distinguished guests deserve. No exact breakdown of this request is given at this time. However, if the W. K. Kellogg Foundation believes it might consider providing some assistance in this area, as detailed a budget as possible will be gladly prepared for prior approval.

HEH/HJN/dfc
October 23, 1958

REQUEST TO

THE W. K. KELLOGG FOUNDATION

FROM

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

General Background

On May 23, 1951, in response to a request presented by the National Association of Educational Broadcasters, the W. K. Kellogg Foundation approved a five year grant to the NAEB of $245,350.00. This sum was to be used for the establishment of a permanent staff and national office for the NAEB; and for the establishment of a national educational radio network, distributing recorded programs on tape.

This original grant was supplemented on February 4, 1954 by an additional grant of $32,000.00, and on January 24, 1955 by a grant of $8,743.00, bringing the total, for the five year period ending June 30, 1956, to $286,093.00.

Although the NAEB had existed on a loosely organized basis since 1925, the story of educational broadcasting as a purposeful, organized movement dates from that initial W. K. Kellogg Foundation grant.

Within a five-year period of that first grant, the NAEB Radio Network became self-supporting, with income from 79 subscribing member stations having risen to some $35,000.00 per year.

With the national headquarters, organizational structure, and business-like operation which this grant made possible, the NAEB was also able to secure and administer special projects grants from various other foundations during this period. These grants were reported in detail in the NAEB Annual Report for the period of July 1, 1956 to June 30, 1957, and transmitted to the W. K. Kellogg Foundation June 6, 1957.

It was also during this period that the NAEB, thanks once again to the unified organizational structure made possible by a national headquarters, and by a strong regional organization (on the basis of which Regional Directors, serving on the NAEB Board of Directors, are elected from the six NAEB Regions into which the U.S. is divided), was able to assume national leadership in

attempting to have television frequencies reserved specifically for educational stations, as a step towards the establishment of a national educational service for the U.S. in both radio and television, and a pattern of broadcasting which has since had significant influence on the broadcasting systems of many other nations of the world. The International University of the Air and numerous similar organizations have attributed their genesis to the example provided by the NAEB.

Other Organizations:

For the realization of the special ad hoc type tasks and organizations needed at given times, the NAEB has not hesitated to take the lead in recommending the creation of other groups. The Joint Council for Educational Television, now operating on a terminal grant from the Ford Foundation, was created in 1951 largely through NAEB efforts, with NAEB ex-president Richard B. Hull as its first Executive Director. This organization took over the task of organizing education's campaign, which was successful in 1953, to secure reserved channels for educational television, supplementing those earlier reserved for educational FM radio stations. Its present efforts are largely devoted to protecting these TV frequencies, and urging educational institutions to use them.

Also in 1953, the NAEB recommended the creation of a distribution center for educational television programs. The Educational Television and Radio Center, like the JCET, would undoubtedly not have been created, without the mobilizing and visionary leadership of the NAEB, and the first W. K. Kellogg Foundation grant. The NAEB works closely with the ETRC in the many common problems involved in ETV station operation and programming.

It should be recognized that both of the above organizations were set up to carry out specifically limited functions, as stated above. The NAEB

still remained, and remains, the only membership-based association in educational broadcasting with all the other functions and responsibilities which this implies. These functions have been outlined in some detail in previous reports to the Foundation, particularly those of June 6, 1957 and June 26, 1958.

Self-Support Efforts

One of the objectives of the NAEB, and of W. K. Kellogg Foundation grants, has been to secure for the Association a permanent basis of self-support. This objective, for the Association as a whole, has been far more difficult to achieve than that of the network. Although progress has been steady, it has been slower and more gradual than was anticipated. This progress has been delayed by several factors, as outlined in the Report of the NAEB Permanent Financing Committee, forwarded to the Foundation June 6, 1958. It was delayed in part by the abundance of free materials and services provided by numerous other fund-supported projects and organizations, which has made it difficult, during the life of those projects, for the NAEB to charge for such services and materials. It has also been rendered slower than we would have wished by the overall economic pressures on educational budgets in the U.S. generally; each increase in dues or network fees by the NAEB has been followed by a considerable number of drop-outs. Consequently, the pace of progress towards self-support has been tempered by the application of the law of diminishing returns.

It is possible that, if the NAEB had been satisfied to be an association of the few relatively strong institutions which could pay greatly increased fees, it could now be self-supporting. But it would not be a truly national association, with representation from the public schools as well as colleges and universities, radio as well as television, and in-school as well as general adult education offerings and services. Nor would its programs and objectives

be as distinctly non-commercial as they are now. The strong educational orientation, grass-roots basis and broad membership loyalties which the NAEB enjoys and seeks to develop, would not be possible.

The slow progress towards self-support, in summary, is due largely to unwillingness to compromise with genuinely educational objectives, or to desert the temporarily weaker stations in the national movement, since they represent by far the most numerous links in the educational chain we seek to create.

Recognizing the special problems of the NAEB in its efforts to achieve self-support, without abandoning its position as a keystone in a phase of American education which had no other organizational structure, and recognizing also the sincerity of its efforts, the Foundation, on February 23, 1956, approved a grant of $141,000 for the three year period from July 1, 1956 to June 30, 1959.

During the period of this present grant the NAEB has intensified its efforts to achieve self-support. The base of membership was broadened by the NAEB'S taking over, in 1957, the Association for Education by Radio and Television (AERT), an association principally of teachers and other educators, active in educational broadcasting. Recognizing the need for the development of valid educational standards and the maximum possible upgrading and training of all persons engaged in educational broadcasting, the NAEB, during this period (1956-1958), conducted 12 national seminars and workshops. These are included in the attached list of workshops and seminars conducted by the NAEB since 1949. (The first two of those listed were conducted essentially for the NAEB by the University of Illinois, and were the meetings which led to the first NAEB request to the W. K. Kellogg Foundation).

During the past year, in its search for self-supporting projects, or projects which might result in increased income to the NAEB, a workshop in

television instruction problems was conducted at Purdue University during the late summer of 1958. Although this first effort in the operation of self-financing workshops resulted in probably less than $200.00 excess of income over expenses, this type of workshop will be continued in the future, in the hope of expanding this type of income-producing project. Unfortunately, in this area too, the greatest need exists among teachers who use television, often in closed-circuit installations, and it is precisely these individuals who are usually unable to secure from their institutions the payment of expenses to attend such seminars. With selective effort, however, and the hope that this practice by school administrations may gradually be changed, we intend to extract from this type of project the maximum possible income consistent with sound educational practice, and the need to secure genuinely excellent consultants of the type needed, if this area of need is to be served in the manner it deserves.

Other Training and Professional Efforts:

In addition to the twenty-four seminars and workshops (attended by some 700 members of the staffs of educational stations, brought together with over 100 consultants from the fields of education, social science, psychology, medicine and other disciplines), conducted by the NAEB itself, the NAEB has also carried out, during the last six years, a program of grants-in-aid to member institutions, to assist them in developing strong local roots for the national movement. These have included:

1) Some 50 grants-in-aid for the production of distinctive radio and television programs, helping them to establish staffs and standards of production which contribute prestige and quality to educational offerings nationally.

2) Approximately 30 workshop grants-in-aid to assist educational institutions to develop and upgrade courses and summer session workshops given for educational broadcasters. The intent of this program has been to help educational institutions to develop, and take over from the NAEB, on a permanent basis, the carrying out of this essential training function. We are still working towards the creation of such courses in colleges, universities, and teachers colleges, with some modest success.

3) Research grants-in-aid, intended to assist principally young graduate students, and member stations, to develop otherwise neglected areas of research, as needed to provide guidance for the development of educational content and technique in educational broadcasting generally.

In addition to these grants-in-aid, the NAEB has been able, during this period, to secure funds for the awarding of scholarships, at the graduate level, for advanced study (in the social sciences, psychology, education etc. as well as in broadcasting as such) for members of NAEB station staffs, principally in educational television.

New Problems:

In each case, the developments which the NAEB has encountered have been slightly different from those anticipated. A few years ago the NAEB expected to be able to concentrate its efforts and services on a relatively small number of stations and institutions.

During the last two years, however, due to the enrollment increase, and recent dramatic challenges to U.S. education, closed circuit television has grown more rapidly than any of us expected. We have therefore encountered a demand we never anticipated for training assistance and materials from those

responsible for, or engaged in, direct teaching in the nearly 200 closed circuit television installations in schools throughout the U.S. Having no association of their own to turn to, these several thousand educators turned to the NAEB. Because we believed that educational standards should remain indivisible, and because we believed that their need was genuine, we wished to be responsive to it.

At the annual NAEB Convention, in October of 1958, the membership approved revision of the NAEB Constitution to make associate membership status available to closed-circuit television installations of bona fide educational nature.

Although this considerably dislocates, once again, the balance between income and expense (since income generally follows service rather than the reverse), and temporarily retards progress towards self-support, we believe that in the long run both American education and NAEB interests will be served by the common efforts which this pooling of resources will make possible.

It is in this rapidly expanding area that the greatest pressure is now being exerted on the NAEB for guidance, assistance and leadership. We have a considerable reserve of experience and knowledge which we shall distribute to our utmost. However, if emerging principles are to be valid, our efforts must continue to involve, as consultants, and contributors, educationally responsible individuals, from whatever source: curriculum specialists, teacher-training supervisors, psychologists, social scientists, research scholars, administrators, and others. Only if the services, seminars and materials we offer are of uncompromising integrity and quality, hammered out on educationally valid and objective bases, can the instruments in whose use we are specialists, be considered to be <u>responsibly</u> used to help American education meet its needs in a manner which will command respect and pride.

Request:

It is with the needs, outlined above, in mind, that the NAEB respectfully requests consideration of the following alternative proposals.

Request No. 1 is the minimal request discussed with you September 24, 1958. In this budget it will be noted that all funds for seminars, regional meetings and research, as well as labor, have been deleted to bring it into line with minimum association survival needs.

Request No. 2 is the same request, to which we have added, in priority order, three additional items, providing funds to enable the NAEB to continue modest but desirable programs of Seminars and Workshops, Materials Distribution (publication and distribution of research and other studies and materials needed by members and prospective members in educational uses of radio and television), and International Relations.

For both alternatives, the grant period for which the request is presented is a three-year period beginning September 1, 1959 and ending August 31, 1962. We are most grateful for the opportunity to present this request, and will be grateful for whatever consideration the Foundation may be able to give it. If additional data or discussions are needed, we stand ready to provide them at any time.

H. J. Skornia
October 23, 1958

HJS:cmc

1957

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Board Members and Others Attending the December 6-8 meeting in Chicago

FROM: H. J. Skornia H.J.S.

DATE: November 27, 1957

President Burton Paulu has asked if I would send each of you, as a basis of brief review, a summary statement on the NAEB and its services.

Since I had done essentially this, recently, I am attaching a copy of the summary presented at the International Seminar at Boston. This, with some other articles of "self-explanation" of the NAEB, will appear in the February, 1958 issue of the NAEB Journal, as now planned. Editorial comments will therefore also be welcomed, though the purpose, at this time, is primarily to give you a quick review and overview of NAEB functions.

Please also, if time, take another look at our Annual Report, sent you earlier. It's the most complete one we've ever made. We do need to do some thorough homework.

HJS/dc

RECEIVED
RADIO STATION
NOV 25 8 48 AM 1957
WILL & WIUC
UNIVERSITY OF ILLINOIS

MEMORANDUM

November 22, 1957

To: Those Attending Special NAEB Board of Directors Meeting:

Board of Directors:
Richard Hull
Jack McBride
Robert Coleman
Arthur Weld
Vernon Bronson
Ola Hiller
Richard A. Vogl
Robert Schenkkan
Edwin Adams
Frank E. Schooley ✓
Gertrude Broderick

Secretary-Elect
Haskell Boyter

Permanent Financing Committee
James Miles
William Harley
Edward Rosenheim

Chairman, Professional Advancement Committee
Earl Wynn

Community Station Representative (chosen by Chairman Harley of the ETRC Affiliates Committee)
James Robertson

Executive Director
Harry J. Skornia

From: Burton Paulu

The special Board meeting will be held at the Del Prado Hotel in Chicago on Friday, Saturday and Sunday, December 6, 7 and 8. We shall convene (in a meeting room to be announced) at 9:00 a.m. on December 6. We should plan on morning, afternoon and evening sessions on the 6th and 7th, on morning and afternoon sessions on the 8th. I hope we can adjourn in midafternoon on the 8th. (In addition, if necessary, members of the Foundations and Permanent Financing Committees should be available for a meeting on the evening of December 8 and morning of the 9th to work on details of NAEB's foundation requests.)

Hotel reservations are being made by Headquarters. To assist the staff in making plans, would you please indicate if you will need a room on Thursday evening, December 5. Unless we hear from you to that effect, reservations will be made for the evenings of December 6 and 7 only. Instructions in regard to hotel reservations should be addressed to Harry Skornia at Headquarters. Headquarters will send you the usual tax-exempt blanks and expense account information.

Some of you already have sent me suggestions as to the agenda for the meeting. I hope the rest will too.

BP

BP:ds

To: Members, Membership Committee & Board of Directors, NAEB
From: Frank E. Schooley 10-26-57
Re: Membership Applications
SPECIAL NOTE: Please give ballots to Schooley or Hill at Convention.

ACTIVE MEMBERSHIP

Arkansas State College. Member of North Central Assn. Station KASU, 91.9. Programs 4 hours daily. Application signed by John Cramer. Recommended by Regional Director (V), R,.F. Schenkkan.

Evansville College. Evansville, Ind. Station WEVC. Programs 4 hours daily. Application signed by V. G. Logan, Prof. of Speech & Chr. Radio-TV comm. Recommended by Region III Director, Ola Hiller.

Colorado Springs Public Schools. Schenkkan has application.

ASSOCIATE MEMBERSHIP

College of St. Thomas, St. Paul, Minn. Is participating in ETV programming and offering credit courses over TV. Eventually hopes to offer TV courses in Journalism dept. Recommended by R. F. Vogl, Reg. IV director.

Woman's College of the University of North Carolina, Greensboro, N.C. Uses WUNC-TV. Independent department of the College. Application signed by Emil W. Young, Jr., director of TV. Recommended by V. Bronson, Region II director.

North Carolina State College, Raleigh, N.C. Broadcasting falls under Division of TV at College. Application signed by Roy J. Johnston, director of TV. Recommened by V. Bronson, director of Region II.

Union Theological Seminary. Art Weld has application.

- - - - - - - - - - - - - - -

Ballot to be given Schooley or Hill or Headquarters

	YES	NO
Arkansas State College.	✓	
Evansville College.	✓	
Colorado Springs Public Schools	✓	
College of St. Thomas	✓	
Woman's College of Univ. of North Carolina	✓	
North Carolina State College, Raleigh.	✓	
Union Theological Seminary.	✓	

By . . . . . .

Position . . . . . .

Date: . . . . . .

Approved Board Action
Oct. 29, 1957

THE UNIVERSITY OF CHICAGO
Chicago 37 . Illinois

THE COLLEGE

November 26, 1957

Mr. Robert Hudson
Program Manager
Educational Television and Radio Center
2320 Washtenaw Avenue
Ann Arbor, Michigan

Dear Bob:

By now I am sure that Ray Stanley has told you that the Committee on Grants-in-Aid of the N.A.E.B. has approved the proposal for a commissioned radio series to be produced through the Foreign Policy Association. At the same time, perhaps he has indicated that our approval proceeded primarily from a recognition that only this program series, if any, seems destined to receive support from the Center as an element in the "American in the Twentieth Century" project for the current year -- that if the Foreign Policy Association series were not approved, no Center funds would go into radio programming for the current year, beyond the grants already awarded.

In short, we approved the Foreign Policy series with some uneasiness and it is to make the sources of that uneasiness a matter of record that, as spokesman for the Committee, I am writing you now.

First, let me say that there was initially some confusion as to the precise roles to be played by grants and contracts respectively in implementing the three-year "American in the Twentieth Century" project. Perhaps improperly, I had assumed at the time our ad hoc committee set up the entire project that each year the Center and the N.A.E.B., working in complete collaboration on all phases, would seek to approach our goals as closely as possible through the grants-in-aid program, relying upon the use of contracts to augment programming in areas where grants proposals were inadequate. I now understand that an arbitrary figure of around $40,000 is all that is available under grants-in-aid, regardless of the value of additional program proposals which would require exceeding that amount.

Accepting this policy (with some bewilderment as to the principle from which it derives), we imagined that, following the announcement of grants awarded, there would be a deliberate, systematic, joint assessment of areas relatively neglected by the grants series, followed by a sustained, thoughtful effort to restore balances by defining the kinds of series needed and establishing appropriate contract arrangements to meet the needs thus defined. In effect, we assumed that the year would end with a solid combination of grants and contract programming, the whole of which would move substantially toward the attainment of our educational objectives.

There was some evidence, albeit belated, of such a procedure in the excellent "progress report" with which Ray Stanley provided our Committee in St. Louis last month. I hope you will understand our perplexity on learning that several excellent series ideas — designed, as we saw it, admirably to augment what the grants had achieved — have either died on the vine or — by an orthodoxy with which we are unfamiliar — been tabled as appropriate matters for consideration under next year's grants-in-aid activities.

Thus, as we see it, such efforts as there were to employ the contracts in the manner which we understood was contemplated not only came too late and too little, but were inexplicably dropped as far as this year is concerned. Instead, we were confronted at the last moment and in great haste with a project which, as I've indicated, we accepted faute de mieux, to which we could take no major substantive exception, but which was presented to us in a rather unsatisfactory context. Even the rather sketchy account we were given raised serious questions. Mr. Stanley indicated that a relatively large sum of money (between twenty and thirty thousand dollars!) would be expended on a program about which we were able to learn very little. The account of the format is vague. There is virtually no indication of the intellectual approach or content involved in dealing with grave world problems; we have to assume that, up-to-the-minute topicality being impossible, there will be some sort of "depth" (historical? philosophic?) in the treatment of these matters. We are in ignorance not only of how these programs are to be done but even of who will do them and where — this in contrast to the painfully elaborate details, pilots, plans and credentials required of applicants who seek only a tiny fraction of the amount involved here for their grants-in-aid.

As I say, we had understood that one clear purpose of contract programs would be to provide series in area neglected by grants. But this series is clearly in the area of the social sciences, into which fall six out of ten of the programs for which grants have already been awarded this year. I think, too, that if the proposed series had been submitted for a grant, even assuming more details were provided, some of us may have felt that it fell between two stools: material for tie-in with serious study and discussion ought, we believe, to be the kind of rigorous, orderly raising of questions which the proposed series did little to suggest, while, forgetting the study tie-in, the dramatic underscoring of world issues is certainly the kind of thing that commercial broadcasting is capable of doing in a manner hard to match, even with so ambitious a budget. I must also record the unhappiness of one Committee member, whose experience with the programs and ancillary promotional and instructional devices of the Foreign Policy Association was reported as uniformly unsatisfactory.

In all candor, Bob, this hasty rump-session (largely by 'phone) found the Committee perplexed and disappointed. We were a group which had laboriously considered dozens of thoroughly planned proposals from eminent schools and educators, designed within a maximum budget of $7,000 to do, through grants-in-aid, a conscientious, important broadcasting job. We had seen (and in many cases turned down for lack of funds) programs whose substance did not vary greatly from the presumptive substance of this series, at least in terms of importance in developing the twentieth-century American's

awareness of his world. And here we were, under the circumstances I have outlined, asked to approve a series which would eat up between three and ten times as much educational radio money as any series we had ever approved. In this last regard, we are prepared to "think big," but we feel we must also think deliberately, systematically, and in full possession of all relevant facts.

I gather that it is the Center's feeling that, on contract matters, our Committee should act in a "reverse" role from that it occupies on grants-in-aid; i.e., that it should "rubber-stamp" projects to which the Center has already given close scrutiny. Perhaps this is sensible (although I, for one, have hoped that all aspects of the total radio project would involve close co-operative deliberation). In any case, I hope you understand why, in this instance, while the stamp is clearly there, it has been imprinted with reluctant hands.

I am sorry to have written at such length and with what appears, on re-reading, to be a somewhat injured air. We do appreciate some of the difficulties under which the Center operates, and I am personally most grateful for Ray Stanley's considerable pains in coming to Chicago and communicating with the Committee about the proposal under discussion. And I do hope you realize that this rather elaborate report upon our misgivings is prompted only by the hope that, as the three year radio project develops, it will be the kind of contribution to education through broadcasting of which all of us can feel proud.

Whatever your reaction to all this, be assured that I am, as always,

Cordially yours,

Edward Rosenheim, Jr.

er:a

Copied NAEB Headquarters 12/3/57dfc

FUNDACION CREOLE

Apartado 889

Caracas, Venezuela

November 26, 1957

Mr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
Urbana, Illinois.

Dear Mr. Skornia:

I tried to communicate with you when I was in the States a couple of weeks ago, but they told me that you were then in California.

When I arrived in New York I found that our New York office had made some contacts with people in the educational T.V. field. Among these were Mr. George E. Probst and Mr. Seymour N. Siegel. Through them we developed a working relationship with the Broadcasting Foundation of America, as the operating agency for the educational T.V. study in Venezuela. It appears now that they will be able to send Mr. J. R. Winnie, of the University of Iowa, to work in the project here. It is our hope that through this agency we may be able to count on the assistance of the NAEB in any program that is developed in this country.

I am sorry that I did not get to meet you, but perhaps this might be done at some other time.

Very truly yours,

/s/ E. E. Maes

E. E. Maes
Deputy Executive Director

EEM:esk.

Copied NAEB Headquarters 12/3/57dfc

MEMORANDUM

November 22, 1957

To: NAEB Board of Directors
(and other invitees to the
special December Board meeting)

From: Burton Paulu

Here is John Schwarzwalder's reply to my letter to him of November 13.

I do not intend to reply to it. I feel that I made my points in my previous letter, and that there is no reason to prolong the argument or further build it up.

BP:ds

KTCA - TV
TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION
CHANNEL 2
MINNEAPOLIS • ST. PAUL
MINNESOTA

Building TSA—Room 110
University of Minnesota
St. Paul 1, Minnesota

Telephone
Midway 6-4616—Ext 263

November 15, 1957

Dr. Burton Paulu
President
National Association of Educational Broadcasters
KUOM
University of Minnesota
Minneapolis 14, Minnesota

Dear Dr. Paulu:

Your lengthy, single-spaced protestation of innocence has been received and noted. I realize the effort you must have put into this essay and regret that I find it obscure in some places and contrary to fact in others. The unconscious humor of your statement that Harold Hand's talk contained a significant analysis of educational broadcasting in the face of the man's correct statement that he knew little or nothing about that subject, is a case in point. Can you seriously deny that in terms of numbers involved, work performed and trouble taken, the Follies was "the major effort" of the convention? If you can, you will need better arguments than Hand's significant analysis. My remarks were much closer to understatement than to hyperbole.

Similarly no one with any basic parliamentary experience will be convinced that tabling a recommendation is a simple matter of delaying consideration. I am now sure that the recommendations will be considered but you will pardon me if I feel this happy result stems largely from efforts of mine subsequent to the Convention. Incidentally the preliminary minutes are in error in referring to the "Schwarzwalder proposals." As I understand it the proposals were adopted and recommended by the TV Operations and Development Committee. I am proud to have suggested the proposals but they are no longer mine (except in the eyes of those who want to defeat them).

Another small point full of unconscious humor was your citation of the Allerton House Conference as an NAEB aid to ETV in the same letter in which you admitted the Board of the NAEB had tabled the two ETV proposals which came out of the Conference.

As to the domination of NAEB by Midwestern Radio Stations I fail to see how you can deny it. As long as WTTW, with an $800,000.00 budget, serving 6,000,000 people has the same voting power as, say, KSTE (FM) in Emporia, Kansas, this domination will continue. I am not blaming you, personally, for this situation, I simply object to your saying it is not a fact and I feel you are not entirely candid when you fail to admit the truth of my contention. The "Midwestern social club" remark is equally true. For the phrase I am indebted to Dick Hull who used it at the convention and said the NAEB was that and a lot of other things as well. I agree fully with his statement but not, I think, with what he meant.

Your references to "other communications" of mine is obscure. I believe I know you too well to suppose you would exhibit the extremely poor taste to use an NAEB letterhead and your office in the NAEB to refer to non-NAEB differences we have had. In any case may I assure you that I am not aware of any "communications" from which I should like to withdraw a single line.

Your last paragraph pays tribute to the NAEB's desire to serve all educational broadcasters. I have heard much talk of this. Action, however, for ETV stations, has been hard to get. I shall await with considerable interest the action, or lack of it, of a Board which I now believe will (finally) consider some proposals to aid educational television.

Sincerely,

John C. Schwarzwalder
General Manager

October 22, 1957

Mr. Earl Wynn
Communication Center
University of North Carolina
Chapel Hill, North Carolina

Dear Earl:

While I was in Boston for the International Seminar which Boston University ran, I had an opportunity to discuss with:

Hartford Gunn
Fred Rainsberry of CBC and
Ralph Garry, of Boston University

plans for the upcoming NAEB Children's Program Seminar.

Although this is a little late, due to other pressures and deadlines, that is a memo regarding that meeting.

Boston University, with funds from the Agoos Foundation (which financed the study published as Television For Children, sent to all NAEB members), is planning a Children's Program Seminar also. However, their's will be aimed more at the industry and commercial broadcasters.

After some discussion, the following suggestions were made:

1) That the Seminars be held concurrently in Boston, but separately. However, this will save a good deal on travel, since many of the consultants might be the same. Boston seems a good place, since they were the initiator of the idea, can handle conference housing, program and details, and are already working closely with CBC, which will also contribute consultants, staff and steno work if and as needed, etc. The possibility of a joint session, if desired, also sounds like a good idea.

2) Ours would be both TV (principally, probably) and radio, if such a practice seems justified after a questionnaire is issued to reveal resources. Theirs would be only TV.

3) A ceiling of $6,000.00 (actually $5,700.00 since 5% is allocated for central administration) and hopefully closer to $5,000.00 would be the NAEB's fiscal obligation limit.

4) A pre-conference planning committee meeting will be held, in Boston, probably November 16. I would assume that one member of the NAEB PAC's Subcommittee on Seminars and Workshops (Browne, Rickard, Hill ex-officio) besides a Headquarters representative, should attend that meeting. It is possible that travel may be available out of the Agoos Foundation funds, available to Boston (Carry), for this travel, to save biting into the "capital" reserved for this Seminar. This would be a joint planning committee, for both Seminars, at this stage.

5) Hartford Gunn and/or members of his staff would manage and host this workshop. Reasonably priced housing is hoped for by using educational housing during a vacation (possibly Easter) period.

6) The CBC and (NAEB member) the Lowell Institute (WGBH-FM &TV) would be the only ones besides the NAEB involved in the planning and implementation of this conference, but co-planning with the Agoos Foundation -- financed -- one would insure easy access to consultants secured for the other, as desirable; it would also reduce travel (for consultants) as mentioned earlier, and make possible use by both of films and other materials found desirable for either.

7) I would think designation of someone to represent the NAEB at this meeting would be the next step. I observe that Browne is now Chairman of two sub-committees, and will leave this selection or representation to you as PAC Committee Chairman. I will be on the West Coast November 16; HQ would therefore be represented by Harold Hill if the meeting is held on that date.

I may have omitted some details. I hope the sub-committee will concur in the steps and decisions taken on its behalf so far. I am sending copies of this to the NAEB Board, Carry, Rainsberry of CBC, and Gunn, to insure accurate reporting. I regret that so many other things pressing at this pre-convention period, thus delayed this memo. I would hope that members of the sub-committee, or whole PAC, might discuss this, and move it forward with other suggestions, during the convention.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jw
cc: Browne, Rickard and Hill (Seminar Subcommittee)
NAEB Board
Fred Rainsberry, CBC
Ralph Carry, Boston University
Hartford Gunn, WGBH-FM & TV

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO:

DATE: October 18, 1957

FROM: H. J. Skornia

This is a note to say that you have been nominated as a candidate for Regional Director. Since you should know this, and since it is essential that those elected be willing to serve, would you please let us know by return mail if possible, whether or not you would be willing and able to serve, if elected? This full slate will be announced at the NAEB Convention, October 29-November 1, and balloting by Regional members will be carried out within sixty days of the close of the Convention. Naturally anyone elected as an officer of the Association will automatically be dropped as a candidate for Director.

Please reply at once.

Thanks very much.

HJS:ig
CC: Board of Directors

II-F-1

MEMORANDUM

October 21, 1957

TO : Board of Directors, National Association of Educational Broadcasters

FROM : Irving R. Merrill, for the Research Committee

SUBJECT : Purchase of the Nielsen Coverage Study by the Association.

1. At the August meeting of the Research Committee, it was unanimously agreed that the Association be urged to purchase "NCS #2," a nation-wide radio and television coverage study conducted in the spring, 1956.

2. One provision was attached: the price must be right. Merrill was delegated to follow through, in cooperation with Paulu and Skornia, on negotiations already iniated. On October 2, Skornia and Merrill met with Mr. John K. Churchill of the Nielsen Company in Chicago. We were convinced that the Company had made a final offer.

3. Following this meeting I have carefully examined the situation again, and on behalf of the Research Committee submit the following recommendations:

a. Purchase of Complete Circulation Reports, "CCR", consisting of data for both television and radio showing, by State, further broken down by counties (listed alphabetically) for all stations having reportable coverage in each of these areas. Price $1,155.

b. Purchase of an additional copy of same data, bound separately for each State, separate volumes for television and radio. Price $ 60.
Total $1,215.

4. What do we get for $1,215?

1 Bound volume giving coverage data county by county for the entire nation for radio

1 Bound volume giving coverage data county by county for the entire nation for television

48 State folios, giving coverage data county by county for the State for radio

48 State folios, giving coverage data county by county for the State for television

5. How would this be used?

a. Keep the bound volumes as a permanent reference at NAEB headquarters.

b. Ship out, at individual member station request, the appropriate State folio, letting the member photostat, etc. pertinent pages. (I'm positive this is o.k. with Nielsen, Harry!)

6. What use would be made of this material?

   a. This material is not likely to be suitable for promotional purposes, either nationally or locally. In almost all cases it is anticipated that educational stations will fall below the commercial stations in coverage achieved.

   b. The advantage to the Association and to individual members will be in the area of research, planning, and analysis of operations.

   c. In view of these facts, it would be wise to notify NAEB Headquarters in advance of any public statements made involving this data.

7. Do we need this kind of data?

   a. The Research Committee recommends its purchase.

   b. I do not feel it necessary to point out to a group of station managers the value of data on station coverage, or to explain what station coverage data is.

8. What stations are reported upon?

   a. There are 24 NAEB member stations reportable in NCS #2. See attached list.

   b. A reportable station is one reported listened to or viewed by at least 10% of all families in an entire county sometime within a month.

9. Where do we get the money?

   a. This is properly a matter for consideration of the board. The Research Committee feels this data is of value to the entire membership. For example, although WKAR-TV is not "reportable," (due to its UHF channel in a VHF area) data about our coverage area in NCS #2 would be of great help in a special survey operation we contemplate. Because of its general value to all members it would be appropriate for the Association to purchase the study out of Association funds entirely.

   b. On the other hand, reportable stations can obviously make greater use of the data than non-reportable members. It would seem appropriate that these favored stations might contribute toward a single purchase.

   c. By making this package deal the Association gets the data at less than 25% of the cost to the smallest commercial advertising agency. Stations buying separately would pay $150 each for local (not statewide) coverage data only.

10. Is this study reliable and valid?

   a. The survey methods reported used in NCS #2 appear to me equal or better than any previous nationwide coverage study. Very good reliability.

   b. Certain statistics released to me on this study agree with known data obtained from other sources. The data appear valid.

   c. (Incidentally, this is also the only coverage study less than 5 years old.)

October 17, 1957

Dear Mr. Green:

Some time ago, order to facilitate relationships with Corporations, and enable them to contribute to the development of educational television and radio nationally as educational instruments, a new NAEB membership category was created, designated as a "Sustaining Membership". Holders of such memberships work closely with us as the national professional and educational trade association. This new relationship makes possible increasingly close cooperation and the mutual promotion of educational and industrial interests and endeavors.

Although the annual dues for such a membership are set by the NAEB Board in terms of the volume of business, ability to pay, generosity and interest in contributing to the development of educational television and radio, we feel that the contribution from larger corporations, such as yours, might be of the order of $500.00.

We hope that Thompson Products, Incorporated may wish to consider such a membership or contribution to our tax exempt association, --- an arrangement which has been established to replace subscription relationships with such corporations and organizations.

Obviously such a membership would bring you all our materials, close involvement in the planning and conducting of engineering, production and other workshops which we conduct regularly, and close contact with our consultation services, in which we would expect to involve such members increasingly.

I therefore would appreciate your calling this to the attention of appropriate officials of your Corporation, and hope that this relationship may be found to offer promise of considerable advantage to you in the development of the growing movement which educational television is becoming.

Sincerely,

Frank E. Schooley, Chairman
NAEB Membership Committee

HJS/FES/dfc

Mr. Robert E. Green, Director
Department of Education
Thompson Products, Inc.
West 10th Street
Michigan City, Indiana

Similar letters sent:
RCA
Century Lighting
Sarkes Tarzian

Others scheduled:
3 M and others

October 16, 1957

Dr. Burton Paulu
Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burt:

According to our by-laws provisions, the Annual Convention for 1958 will be held in Omaha. Those for 1959 and 1960 will be held in the Midwest.

The only catch to this is that, though there are individuals in the East and West who have asked for it, no one that I have a record of, from "the Midwest", has made a pitch for either year. I thought perhaps we should be prepared to meet this situation, and the disappointment of Eastern and Western representatives that they can't be considered for any year prior to 1961.

There may be some Midwest invitations, of course(I've discussed with Rickard, for example, regarding Detroit). But as your "watchdog", I thought this note might be in order.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Board of Directors

Revised slightly from
(Skornia Remarks: "Services of the NAEB"
Given at International Seminar
Boston University, October 10, 1957)

General Statement:

The NAEB is essentially a three-fold organization:
— The "trade association" of educational radio and TV stations
— The educational Radio Network; this function for TV is served by the Educational Television and Radio Center
— The "professional association" of educational broadcasters as individuals; this latter role is relatively new, and we would not assert that this role is as yet being fully performed.

As the oldest organization in the field of educational broadcasting in the U. S. (founded in 1925) the NAEB is one of the parents of several other organizations:
— The JCET, for which the NAEB was one of the first fund-raisers, and of which Richard B. Hull, of the NAEB, was the first Executive Director
— The ETRC, the creation of a "Network Center" having been recommended to the FAE by the NAEB Board in 1952.

The NAEB grew essentially, in its first years, out of the few surviving educational radio stations of the U. S., which existed in the 20's and 30's. These were clustered in the midwest, with few exceptions. The NAEB's geographical location in Urbana is an outgrowth of this development, spreading westward and more recently southward and eastward.

In addition to providing a rallying point, an exchange post of ideas for educational broadcasters, and as a thread of common interests through three decades, the NAEB has worked steadily towards education's securing and operating increasingly its own radio and TV facilities because of a number of concerns. Some of these are old; some fairly recent. These include:

— Concerns about the senses of values which mass media may teach, even though unconsciously, if used only by and for commerce.

— Concerns regarding the effects of excessive spoon-feeding, and "spectatoritis" in many areas of public life. The danger that "knowing about" things may come to be considered a satisfactory end in the life of responsible citizens to the detriment of "doing things about" problems, as dynamic democracy requires.

— Concerns regarding the development of "other-directness", undue concern with "what others will think", or "keeping up with the Joneses." Conformism is a quality which totalitarianisms spend millions to create deliberately in their subjects. In a democracy, individualism must be protected and nurtured.

— Concerns lest radio and TV may be overlooked as valid tools of education, in order to make it more effective and widespread. For this use rigid insistence on high educational standards must prevail.

— Concerns regarding the professionalism of teachers and our own staffs and selves, and how mass media may assist in the development of , as well as in winning higher status, respect and remuneration for, education and educators.

— Concerns regarding the present absence of objective standards for station staff members except engineers. Recognition of the responsibility of program planners and producers for the mental and emotional effects of their fare, as drug manufacturers must be responsible for the physical effects of their products. This requires increasingly high standards among program personnel, access to qualified advisors for all kinds of programs, and the need to develop a "profession" of educational broadcasters.

— Concerns lest TV try or claim to do everything or too much, rather than encouraging educators to make the best uses of all available media and techniques, each for its best function as tools of education. Education is bigger than either TV or radio or both together.

— Concerns regarding undue preoccupation of educators with traditions growing out of commercial practices rather than necessarily the real possibilities of the (radio and TV) media; and regarding certain stereotypes and practices likely to confuse the difference between "educational" and "commercial". This is essentially a concern about "single-track thinking," which can be prevented only by courageous experimentation, to which the NAEB is committed.

These are undoubtedly too hastily sketched to be fully understood in the brief time available here. However, I hope they suggest to you the deep feeling present in the NAEB as an association, that these instruments, in unskilled or careless hands, can be most dangerous; but that in professional educators' hands they can become powerful forces for enlightenment and the personal development of man.

The NAEB's "thread of continuity" through the years, then, has not been limited to techniques. In its concern at the philosophical and social science level it has turned eagerly for guidance to the outstanding humanists, educators, scientists and social scientists in America — for workshops, seminars, and consultations.

With the ETRC handling TV Networking, and the JCET guarding and activating educational frequencies in TV, on behalf of the "educational public", the NAEB was left with a broad area of other services to provide. Why do and did educational stations flounder or disappear? It has been the NAEB's role to analyze the causes and kinds of failure which may occur and to insure against them in the areas of technical, personnel, promotional, administrative, operational, local programming problems, and other areas.

Herewith a brief listing of those functions which the NAEB, after over 30 years of experience, through lean and rich years, seeks to provide. Many of these services could not be provided without the generous support of such foundations as the Ford and W. K. Kellogg Foundations. And even now staff and budget do not enable us to provide them to the public generally. For the NAEB is essentially an association of members who elect its officers and determine its policies.

1) Publications:

1) The NAEB Newsletter

2) The NAEB Journal

3) Engineering Newsletter and Technical Publications

4) Directories — general members (institutional) and engineers

5) Research —— numerous studies through the years

6) TV Research Fact Sheets

7) Operational, administrative (some twenty)

8) Miscellaneous studies (as found needed by the membership.):

2) Grants-in-Aid:

- Radio Program. At first handled by the NAEB with funds from the FAE.

  Now handled by the ETRC, with NAEB Grants-in-Aid Committee.

- Research

- TV Workshop

3) Scholarships: To date some 150 have been awarded for advanced study by member station staff members

4) Workshops and Seminars: To date some 300 members of member staffs have attended these intensive Seminars and Workshops.

1. 1949 - First Allerton Conference (goal-setting)
2. 1950 - Second Allerton Conference (program planning)
3. 1952 - Educational TV Workshop (Iowa State College-NAEB-JCET)
4. 1952 - School Broadcast Seminar
5. 1953 - Lincoln Lodge Seminar (General Planning for ETV)
6. 1953 - TV Management Seminar
7. 1953 - First TV Production Workshop
8. 1954 - In-School Writers Seminar
9. 1954 - First TV Engineering Workshop
10. 1954 - Second TV Production Workshop

11. 1955 - Third TV Production Workshop

12. 1955 - Second TV Engineering Workshop

13. 1956 - Audio-Radio Engineers' Seminar

14. 1956 - TV Staging and Lighting Workshop

15. 1956 - TV Program Planning Seminar

16. 1957 - Radio Program Seminar

17. 1957 - ETV Management Seminar

18. 1957 - NAEB Research Seminar

5) Regional Meetings: twelve so far, two in each of the six regions into which the U. S. is divided in NAEB membership.

6) Consultant Services:

Legal --- through Washington attorneys, Cohn and Marks

Management and union relations: M. S. Novik

General operational, administrative and staff training, various specialties

Technical:

7) Engineering Service: full time engineer

8) Placement (employment) service

9) Radio Network: since 1951 - 8½ hours of programs per week.

10) International Exchanges:

Programs

Publications

Personnel (Fulbright "Correspondents")

Participation in and with UNESCO, European Broadcasting Union, International University of the Air, International Music Council, Prix Italia, and others.

11) Miscellaneous Member Services ("Can you help me with" ---?): Idea Exchange.

12) Press Relations (articles and materials for national and professional magazines)

13) General (Educational) public relations (correspondence and reports)

14) Liaison with other groups (AASA, ACE, ACPRA, AEA, AVCPI, American Heritage Foundation, BFA, CNO, DAVI, NAPSAE, NARTB, NEA, NPAC, RFE, TASO, UNESCO National Commission, USIA, VOA, and some fifty others). The NAEB is also a member of the JCET, and maintains liaison with the ETRC through its Advisory Committee to the President of the Center.

15) Peculiarities of NAEB:

Both Radio and TV

AM and FM

UHF and VHF

Public school and general adult education

Credit and non-credit

Open and closed circuit

Actives, Associates, and Affiliates (all institutional), plus Individuals

Educators plus broadcasters

Philosophy plus skills

International plus national

Local assistance as well as national support

All officers and members of the Board are unpaid, and are elected by institutional members. Many of the most significant contributions of the NAEB are also made possible by the selfless devotion of unpaid committee members, who contribute their human resources and special skills to the movement through their own association.

The NAEB, in spite of its wide area of services, does not seek to be all things. It has declined offers of funds, in some cases, because the projects involved would lead it too far afield.

Thinly staffed, often found with various "kinds" of NAEB members arguing hotly with others, frequently forced to compromise with its dreams, for fund and other reasons, the emerging maturity of the "NAEB spirit" is, I believe, that of a family of "crusaders" fighting for what they believe in. I hope it may encourage you to believe that a new type of profession of broadcasters is emerging in America. We hope our nation, and your nations, may be the better for its efforts. They will continue to be unremitting.

In recent months, requests for assistance and expressions of interest in membership in the NAEB, from abroad have greatly multiplied. We are trying valiantly to be of assistance. As these pressures increase, we must ask ourselves: Who knows but that, some day, we may join with you, from many nations, in an International Association of Educational Broadcasters?

HRS/dc
November 27, 1957

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

AIR MAIL

October 7, 1957

Mr. E. E. Maes
Deputy Executive Director
Fundacion Creole
Apartado 889
Caracas, Venezuela

Dear Mr. Maes:

Your letter is one of several which raise the question of consultation assistance and other relations we might provide for groups outside the U. S. Since we do not have a procedure set up for this yet, I would like very much to hold it for discussion at Board meetings at the end of this month. Would this delay inconvenience you too much?

I am quite sure; however, that we shall be able and willing to provide you a list of consultants you need in general planning, programming, and technical areas in some manner or another, subject of course to the working out of satisfactory arrangements. We already provide such consultation services within the U. S., so there will be no difficulty in providing the best qualified experts in virtually any area you need.

It would be helpful, however, if you could specify more exactly in what areas consultants would be needed, so the action taken by our Board to regularize such services may be as intelligent and broad as possible.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc

INSTITUTE for EDUCATION by RADIO-TELEVISION

October 16, 1957

Dear Burton:

The American Council for Better Broadcasts has suggested to me that they would like to hold their meeting early in the Institute schedule rather than at the close. For several years they have met at the close of our session and most of the people participating in their program have been so weary that, in spite of their fine agenda, the meetings have been somewhat disappointing in attendance and, perhaps, in enthusiasm.

I have had some correspondence with Miss Spence and she suggests that if we follow last year's format and have a clinic on the second day of the Institute, which would be Tuesday this year, the American C ouncil for Better Broadcasts would be responsible for a clinic in the morning and she proposed that for a luncheon on that day the Council cooperate with NAEB in a joint educational broadcaster-critical consumer luncheon. She also suggested that if we have a general session on that afternoon it be turned over to this same combination of educational broadcaster and critical consumer, namely the NAEB and the ACBB.

This of course would be dependent upon whether the Institute follows that same format, whether NAEB is interested in such a cooperative venture, and whether the new president of ACBB, Dr. Johnson, is interested. But since there is little time before the Institute Advisory Committee on November 7, I thought I would point out that this is a possible arrangement which could be brought up at the Columbus meeting with proposals in hand from the two organizations if this is what they want.

Sincerely,

s/k

I. Keith Tyler

IKT:bw

Mr. Burton Paulu
President NAEB
Station KUOM
University of Minnesota
Minneapolis 14, Minn.

cc: Spence
Johnson
Skornia

AMERICAN COUNCIL for BETTER BROADCASTS, Inc.

October 1, 1957

Dear Harry S.,

This summer, in answering a letter from Keith, I referred to the ACBB Boards asking George Johnson, the new president, to ask Keith Tyler whether the ACBB Convention might not be incorporated into the Institute, neither on the first day or the last day.

I then went on to state my preference for the first whole day of the Conference-Institute - Tuesday this May; and also my hope that, as NAEB has met all Monday, they would be willing to get acquainted with ACBB in a joint luncheon on Tuesday, with a speaker and topic interesting to listeners and producers. I also suggested that the general session in the afternoon be about the requisites of a good program of different types, teaching of evaluation in the schools, programs about other nations, etc. - subjects which should be just as interesting to audience as to performers.

Keith has just written a note of further inquiry about my suggestions -- whether Tuesday would be the day I meant, etc. and saying that he thought there was something in these ideas. I have just answered him, making a copy for you.

Don't you think we could arrange a fascinating program for luncheon and afternoon that would be irresistible to listeners and broadcasters?

Sincerely,

s/l

Leslie Spence, Executive Director

September 24, 1957

Dr. Burton Paulu
President, NAEB
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

The Operations and Development Committee met twice in conjunction with the recent ETV Station Managers Seminar at Allerton House. A quorum was present and, since Harry Skornia had to leave the Seminar, Harold Hill attended the meetings representing Headquarters.

The results of the meetings are described in the enclosed which was sent to the complete committee membership for comment and correction. In addition, in order to insure accuracy, a copy was forwarded to John Schwarzwalder. Replies have been received from him and all but one of the committee members as of this date.

As a consequence, this committee chairman is forwarding the enclosed (with minor suggestions from the committee included) for Board action. As you will note, there are three items of action recommended, each of importance and significance to the Association.

Since each will need serious discussion by the Board, possibly you will want the enclosed duplicated for distribution to the Board prior to the St. Louis meeting. I will bring along to the Board meeting the committee members' replies containing their comments concerning the enclosed.

The committee recommendation that the Television Operations and Development Committee be dissolved by the Board and that new committees be named is of extreme importance to the entire Association. With the rapid growth of ETV throughout the country, there is a consensus of the committee and indeed of the Allerton Seminar group that NAEB needs to take a serious look at itself as regards its relationships to the ETV members.

I look forward to the Board meeting and to discussing the enclosed. This third recommendation could possibly be the most important order of business to come out of St. Louis.

Sincerely,

/s/ JM

Jack McBride
Secretary

J:b
cc: Harry Skornia, Harold Hill and the Operations and Development Committee

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

FUNDACION CREOLE

Apartado 889

Caracas, Venezuela

September 27, 1957

The National Association of Educational Broadcasters
14 Gregory Hall
University of Illinois
Urbana, Ill.

Gentlemen:

The Education Faculty of Central University here in Caracas is considering the formation of a Committee to Study the Educational Uses of T.V. in Venezuela. The Creole Foundation, it is expected, will be asked to provide financial aid for such a study.

We believe that perhaps our most effective assistance would be to make it possible for a competent U.S. organization to make available some U.S. technical personnel, with the necessary experience in the educational T. V. field there, to work with the local Committee in planning and organizing the study.

The purpose of this letter is to enquire whether or not your organization would be in position to provide this service on the basis of a grant from this Foundation. It goes without saying that before any final decision on the project is made, you would be thoroughly briefed on what the job would entail, so that a detailed project proposal could be prepared by you. This, in accordance with usual foundation practice, would then be the basis of our submission to our Board for final action.

If you are interested in such a possibility, I would appreciate hearing as soon as possible so that we will have it in mind when we discuss the project with the local Committee.

Yours very truly,

/s/ E. E. Maes

E. E. Maes
Deputy Executive Director

Copied NAEB Headquarters 10/7/57dfc

CRUSADE FOR FREEDOM, INC.

332 S. Michigan Avenue • Chicago 4, Illinois

September 13, 1957

Dear Mr. Skornia:

In the absence of Mr. Carl Rupe from this office I received your letter of September 11 and it will be all right if you hold the decision concerning renewal of the endorsement of the Crusade until your Board meeting in October.

In the meantime, I hereby enclose a copy of your letter of November 26, 1956 and a copy of our reply, dated November 30, for your guidance.

Sincerely,

November 26, 1956

Dear Mr. Rupe:

The Board of Directors of the National Association of Educational Broadcasters has given consideration to your request for endorsement and the question of circulation of Crusade for Freedom scrolls. Obviously the Board reiterated its endorsement of the Crusade for Freedom. However, the Board did ask me to indicate to you that because of the nature of our association and the obligations to individual member stations we could not actively participate in any direct fund raising.

Sincerely,

Frank E. Schooley
President

November 30, 1956

Dear Mr. Schooley:

We fully understand your position with reference to fund raising and are most appreciative of the renewal of endorsement of the Crusade by your association.

Sincerely,

Carl Rupe
Regional Director

10/15/57jw

September 9, 1957

Miss Martha A. Gable
School District of Philadelphia
The Board of Public Education
Parkway at Twenty-First Street
Philadelphia 3, Pennsylvania

Dear Martha:

I'm not sure I interpret this correctly, but it looks to me from a perusal of the pertinent by-law (enclosed), as if the 1959 convention will have to be held in the mid-west (as defined in Article XI). As I count up, from this (heavens ! And I've never been to Philadelphia !) it looks like:

1958--Omaha (all set)
1959--Midwest
1960--Midwest
1961--West
1962--East
1963--South
1964--Midwest
1965--Midwest
1966--West
1967--East
1968--South
etc.

59 - Midwest - Detroit
60 - Far West -
61 - Midwest -
62 - South -
63 - Midwest -
64 - East -
65 - Midwest

(I didn't mean to go on like this, but sort of wanted to see how it would come out ! The East's "years" look like 1962 and 1967). Can you wait until 1962? If not, you can always propose another by-law change.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jw
Enclosure

Frank Schooley

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: All Regional Directors

FROM: H. J. Skornia H J Skornia

SUBJECT: Regional Meetings

DATE: September 6, 1957

As you probably know, or noted on the Headquarters Budget sent you, there is $1500.00 available for Regional Conferences this year. This would pay all or almost all the full expenses for a meeting for one region or about half for meetings for two regions. Some of this $1500.00 of course would be spent here in case there were mailing costs, travel of headquarters personnel, costs of preparation or distribution of any resultant reports. If two were held, each region could have about $650.00 to dispose of. If one were held, about $1350.00 would be available.

We now have completed two "rounds" of Regional Conferences (as per attached dittoed list). Therefore, with the agreement of President Paulu, rather than beginning a new round in any specific pre-determined order, we are inviting "bids" or "pitches" from the six regions for use of the funds this year.

Most of you are familiar with how these are run: they are set up by you or someone (or a committee) in your Region, as a more intimate type of meeting than is possible on a national basis. The program, points of emphasis, and speakers, are of your own choosing, and arranged for regionally.

Once the bids are in, it will be the responsibility of the whole Board to decide which Region or Regions should be given this financial assistance this year. The bid should therefore point out the needs (or possible special timing justification) of your region, and indicate assurance that such a conference would be definitely held, well-attended, and beneficial.

It is possible, as suggested by President Paulu, that final action on this should be deferred until after the Convention, to enable Board and member-discussion there. However, bids should be in by November 4, to enable Board decision by November 15 to enable these to be held at good times during the fiscal year, in time for all expenses to be paid and the books closed by June 1, 1958.

Bids should be addressed to President Paulu, with a copy to me.

HJS/dc
CC: All Officers
Hans Massaquoi, for Newsletter mention.

September 4, 1957

Mr. Ant. Pellegrini
P.R.P.O.
Central Office of Information
24, Merchants Street
Valletta, MALTA

Dear Mr. Pellegrini:

I'm glad you found our materials useful.

I do regret that our constitution does not now permit international membership. It may come to that some day, of course.

For the present, however, the best we can do is offer you subscription status for our NAEB Newsletter ($5.00 per year), NAEB Journal ($4.00 per year), and NAEB TV Research Fact Sheets ($4.00 per year; $7.50 for all back issues and Index, with issues for the balance of 1957, whereupon the $4.00 per year rate prevails).

We do want to help all we can, and regret that our present charter prevents active or associate memberships outside the U.S., or affiliates outside of the U.S. and Canada. It is possible that we may be able to secure an extension of the affiliate status for foreign offices and groups. If this is possible, I shall promptly inform you.

Meanwhile our regrets and best wishes.

Sincerely,

Harry J. Skornia
Executive Director

HJS:jg
CC - Membership Committee
Board of Directors
Leonard Marks
Enclosures (with carbons)

Note to CC: recipients: What do you think of extending affiliate status to such offices? Maybe we should be looking to the day when we become the I(A)EB (International Association of Educational Broadcasters). They sure are after us for help of all kinds.

August 30, 1957

National Association of Educational Broadcasters
University of Illinois
14 Gregory Hall
Urbana, Illinois

I have examined the balance sheet of the National Association of Educational Broadcasters as of June 30, 1957 and the related statements of income and fund equities for the fiscal year then ended. My examination was made in accordance with generally accepted accounting standards and accordingly included such tests of the accounting records and other review procedures as I considered necessary in the circumstances.

In my opinion the accompanying balance sheet and statements of income and fund equities present fairly the financial position of the National Association of Educational Broadcasters at June 30, 1957, and the results of its operation for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistant with that of the preceeding year.

Jack L. McGregor
Auditor

Copied at NAEB Headquarters
9/27/57 jw

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Balance Sheet
June 30, 1957

ASSETS			
Cash - In Bank			$ 23,103.29
Cash - Certificate of Deposit			20,756.25
Total Assets			$ 43,359.54
LIABILITIES AND FUND EQUITIES			
Liabilities			
Taxes Payable			$ 50.44
Fund Equity			
General Fund			
General Administration	$ 18,594.14		
Albums	1,804.63		
Mewsletter	(560.09)		
Journal	(754.19)		
Individual Members	169.99		
Membership Dues	5,205.00		
Promotion	861.50		
Total General Fund		$ 25,320.98	
Consultation Service		7,653.83	
Engineering Service		2,784.00	
Grant-in-Aid, 1956		920.69	
Grant-in-Aid, Workshop,1956		(158.50)	
Management-Consultant		2,250.00	
Placement		959.77	
TV Scholarships 1956-57		191.85	
Workshop-Seminar		3,886.48	
Total Fund Equities			$ 43,809.10
Total Liabilities and Fund Equities			$ 43,859.54

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Statement of Income and Fund Equities
For the Year Ended June 30, 1957

	Balance July 1, 1956	Income	Transfers In	Disbursements	Transfers Out	Balance June 30, 1957
General Fund						
General Administration	$ 14,228.01	$ 3,516.14	$ 8,888.18	$ 7,036.44	$ 1,001.75	$ 18,594.14
Albums		4,494.52	-0-	2,689.89	-0-	1,804.63
Newsletter		310.35	-0-	870.44	-0-	(560.09)
Journal		1,207.22	516.04	2,477.45	-0-	(754.19)
Individual Members		900.80	-0-	403.26	327.55	169.99
Membership Dues		6,055.00	100.00	15.00	935.00	5,205.00
Promotion		-0-	1,000.00	138.50	-0-	861.50
Total General Fund	$ 14,228.01	$ 16,484.03	$ 10,504.22	$ 13,630.98	$ 2,264.30	$ 25,320.98
Consultation Service (FAE)	3,267.01	-0-	-0-	3,267.01	-0-	-0-
Consultation Service (F)	-0-	10,000.00	-0-	1,846.17	500.00	7,653.83
Ford Educational Publicity Study	(40.12)	2,000.00	-0-	1,671.39	288.49	-0-
Engineering Service (FAE)	9,664.48	-0-	-0-	9,664.48	-0-	-0-
Engineering Service (F)	-0-	30,008.69	-0-	25,724.69	1,500.00	2,784.00
Grant-in-Aid, 1953-54 (FAE)	1,939.12	-0-	-0-	1,200.00	739.12	-0-
Grant-in-Aid, 1955 (ETRC)	1,685.55	-0-	-0-	-0-	1,685.55	-0-
Grant-in-Aid, 1956 (ETRC)	-0-	2,000.00	-0-	339.20	740.11	920.69
Grant-in-Aid, Workshop, 1956 (F)	-0-	18,000.00	740.11	17,998.61	900.00	(158.50)
Management Service (FAE)	865.96	-0-	-0-	865.96	-0-	-0-
Management-Consultants (F)	-0-	5,000.00	-0-	2,500.00	250.00	2,250.00
Placement Service (FAE)	2,185.86	-0-	-0-	2,185.86	-0-	-0-
Placement (F)	-0-	7,000.00	-0-	5,690.23	350.00	959.77
Rockefeller Poetry Project	383.56	-0-	-0-	-0-	383.56	-0-
TV Scholarships, 1955-56 (FAE)	(1.75)	-0-	1.75	-0-	-0-	-0-
TV Scholarships, 1956-57 (F)	(2,430.98)	6,000.00	-0-	3,077.17	300.00	191.85
TV Engineering Workshop, 1954 (FAE)	1,072.05	-0-	-0-	1,072.05	-0-	-0-
TV Engineering Workshop, 1955 (FAE)	510.12	-0-	-0-	510.12	-0-	-0-
TV Management Seminar, 1953 (FAE)	296.76	-0-	-0-	296.76	-0-	-0-
TV Production Workshop, 1954 (FAE)	1,709.55	-0-	-0-	1,709.55	-0-	-0-
TV Production Workshop, 1955 (FAE)	72.57	-0-	-0-	72.57	-0-	-0-
Workshop-Seminar (F)	-0-	16,000.00	-0-	11,213.52	900.00	3,886.48
Total Fund Equities	$ 35,407.75	$112,492.72	$ 11,246.08	$104,536.32	$ 10,801.13	$43,809.10
Taxes Payable	760.61	-0-	-0-	265.22	444.95	50.44
TOTAL	$ 36,168.36	$112,492.72	$ 11,246.08	$104,801.54	$ 11,246.08	$43,859.54

COPY

COPY

CENTRAL OFFICE OF INFORMATION
24, Merchants Street
Valletta, MALTA.

August 14, 1957

Dr. Harry I. Skornia
Executive Director
University of Illinois
119 Gregory Hall
Urbana, Illinois
U.S.A.

Dear Dr. Skornia:

May I apologise for not replying earlier to your letter. The delay was due to my being away from the Island.

While thanking you for the interesting material you so kindly sent us, I shall be grateful if you let me have details as regards the possibility of my joining the organisation as an associate member.

Thanking you again.

Yours sincerely,

/s/ Pelleg. .

Ant. Pellegrini
P.R.P.O.

Copied NAEB Headquarters September 4, 1957 - jg

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: NAEB Board and Officers
Leonard Marks

FROM: H. J. Skornia H J Skornia

DATE: April 19, 1957

Attached are several items I thought you might like to have in time to consider prior to your arrival in Columbus for the Board meeting (8 PM May 8; 9AM and 2 PM May 9). We feel you should have these in time to read, and ask questions about, in case there are any. If there's anything that's not clear, let us know in time to get from the files before departure by noon May 8.

Enclosed are:

1) Insurance data, which we were to collect for Board decision.
2) Quarterly reports on our current Headquarters and Network budget status.
3) Budget proposal for usual (Columbus) Board approval (Headquarters and Network).

Incidentally Schooley and I are scheduled for conferences with Maurice Seay on general future relations with Kellogg the night of May 9 (possibly) and definitely May 10...in case you have suggestions to bring along.

HJS/dfc

P. S. Please bring all of the enclosed documents with you to the Columbus Board meetings so you'll have them handy for the discussions.

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: Burton Paulu and Permanent Financing Committee

FROM: Harold Hill

DATE: March 21, 1957

As directed by the Permanent Financing Committee herewith information pertaining to the services now performed by the Headquarters staff and those which might still be performed if the Headquarters finds it necessary to operate under the minimum budget set forth in Miles' letter of November 21, 1956 to then-President Frank Schooley.

PRELIMINARY CONSIDERATIONS: This analysis does NOT include any of those projects financed by the Ford Foundation (Engineering Service, Placement Service, Management Consultant, Consultant Teams, professional advancement activities, etc.) since their continuance is not dependent upon the funds to be raised for the Headquarters operation. However, it would be well to keep in mind that having the Engineering and Placement Services at Headquarters has resulted in some saving of secretarial and office expense in that these two services have provided some personnel for help in handling many more or less routine matters. The feeling has been that a certain use of Engineering and Placement services and supplies is justified in view of the fact that these services are provided with office space, editorial help, etc. which they would not otherwise have enjoyed.

Neither does this analysis take into consideration the Network operation which is deemed to be self-supporting. However, it must be kept in mind that the Executive Director and the Associate Director devote considerable time to the affairs of the Network. In addition, the Headquarters secretarial staff does quite a bit of work for the Network. This of course is important in view of the fact that none of the Network income is diverted to the Headquarters operation even though, as a matter of fact, it is doubtful that the Network could survive as a separate entity. In connection with this, it should be pointed out that the Network income is not sufficient to allow for satisfactory amortization of electronic equipment. Also, the office furniture used by the Netowrk has largely been purchased by the Headquarters or has been loaned by the University of Illinois School of Journalism and Communications. It should be realized, therefore, that although the Network operation is not herein considered, if the proposed minimum budget becomes operative, either the Headquarters services to the Network must be reduced (thus reducing the present efficiency of the Network) or the other services of the Headquarters hereinafter discussed would have to be reduced still further to permit the reduced Headquarters staff to continue to serve the Network at the present level.

ANALYSIS OF THE PRESENT AND PROPOSED MINIMUM BUDGETS:

Headquarters staff: The proposed budget would eliminate the Associate Director and one secretarial person, plus a $1,000 annual allowance for miscellaneous, part-time secretarial help, thus cutting the present staff by more than 50%, and leaving only the Executive Director and one secretary.

Seminars, Travel and Research: This item in the present budget includes funds for Office (r) travel, Board and Executive Committee meetings, NAEB Committee meetings and activities (such as reports, etc.), Regional meetings, an annual seminar, and Research activities. This item is currently budgeted at $13,000. The proposed budget does not have an item strictly synonomous with this, but has a $2,000 item for travel, plus another $5,000 item for "Committee meetings, Board meetings, Officers supplies and expenses, etc.", making a total of $7,000 apparently available for items similar to those now provided for. One exception is that supplies for Officers are presently charged against the Supplies and Expenses item of the current budget. Therefore, to allow for supplies, postage, telephone, etc., for officers approximately $250 a year should be deleted from the $7,000. Also, the proposed budget does not allow specifically for the 5% Administrative charge, so it too (in the amount of $1,562) will also have to be deducted from the $7,000, leaving $5,188.

Supplies and Expenses: This item is currently budgeted at $5,550 and includes, in addition to the normal office supplies and expenses, some funds for purchase of minor equipment items and for duplication of certain surveys, reports, etc. The proposed budget lists $2,000 for this item.

Publications: There is no separate amount for this item in the current budget, and while the Newsletter was mimeographed this expense was charged to the publications portion of the Supplies and Expenses item. The Journal has never previously been considered in the Headquarters budget. The proposed item of $6,000 appears appropriate for the printing, editing and mailing of both the Newsletter (now printed) and the Journal.

ANALYSIS OF SERVICES: In studying the information set forth below, the information set forth above should be kept in mind, i.e., that the Network uses, but does not help support, the Headquarters staff; Headquarters presently profits considerably from the presence and personnel of the Engineering and Placement Services and these may not always be in existence; and the comparative amounts budgeted for the services. The following list should not be considered as entirely exhaustive, but it does represent fairly well the services performed. Only enough detail has been given to outline the services.

The code markings are rather complex, but are necessary to complete analysis. One of the following code markings appears in the margin to the left of each of the services performed: (Symbol following heading indicates disposition of that entire activity of service)

A - Deemed imperative for the success of the organization and would (and could) probably be continued at, or near, the present level.
B - Of considerable importance, but would have to be somewhat reduced.
C - Of considerable importance, but would have to be greatly reduced.
D - Of considerable importance, but would probably have to be eliminated.
E - Important, if the Association is to maintain its present stature, but must be eliminated anyway due to lack of funds.
F - Peripheral benefits - to be eliminated.

Directories:

D Up-to-date listing of all educational stations in U.S. (member and non-member)

F Separate list of stations owned and operated by schools or school systems

A Detailed records of the entire membership

B Various mailing lists with addressograph plates

C Lists of cooperating and similar organizations

C Lists of authorities, consultants, etc. (those that may be called upon to aid the NAEB or its members)

Membership Expansion:

C Perusal of all publications listing applications, CP's, etc. Record of such kept with complete card file. Letters of explanation (about the NAEB) plus materials sent to all prospective members (and noted in card file) in an effort to interest new stations in NAEB membership.

D Periodically all non-member educational stations are written in an effort to "sell" them on NAEB membership.

Promotion and Publicity:

C Preparation of brochures and miscellaneous promotion pieces

B Preparation of workshop, scholarship, etc. announcements

D Provide materials for distribution at meetings of related organizations

F Maintain files of current promotion pictures, etc. from members

D Provide displays and exhibits for NAEB meetings

D Provide displays and exhibits for meetings of related organizations

C Write articles and furnish information for both domestic and foreign publications

Normal (routine) Inquiries: (These run about 1000 a year and consume an unbelievable proportion of staff time)

B Members - Provide them with answers to questions about operations, legal matters, etc.

A Members - Provide materials and publications

C Non-members - Answer routine requests for information; materials; information regarding programs, scripts, surveys, etc; information for presenting speech or club program, etc.

C Non-members - Answer requests for information about membership. Most of these are not eligible, but an adequate answer still requires time even though form letters are used wherever possible

Publications:

A? Newsletter - Assembly of materials, writing, editing, maintaining mailing lists, etc. Reduction to the minimum budget PLUS deletion of Engineering & Placement Services, with the resultant combination of duties for the depleted staff, would leave Headquarters with no one to edit the Newsletter.

A Journal - Some routine matters handled by this office, but mostly handled by Schooley

C Reports of committees, workshops, etc. - Major editing, providing duplication (or making arrangements for and paying for same - non-Ford), distribution, etc.

Research - See Research below

Research:

B Fact Sheets - Writing, duplication, distribution

C Committee research - Surveys, preparation of reports, duplication, distribution (of both questionnaires and completed reports), advice to committee doing research

E Grants for research - assisting the committee in planning and administering, arranging payment, receiving reports, etc.

Representation:

E Representing NAEB (and interests of educational broadcasting in general) at meetings of other, related groups

A (if exp. pd. by other org.) Serving in an advisory capacity to other organizations interested in educational broadcasting and those planning radio-TV activities

(Organizations mentioned above include those such as ETRC, JCET, ACE, U.S. Office of Education, DAVI, AASA, ACPRA, NEA, NARTB, ACBB, NAFBRAT, IERT, NPAC, etc.

Committee work: (C)

C Meetings, surveys, reports, editing, duplication, distribution, advance mailings, compilations of data, etc.

C Provide committees with background information, advice, secretarial help, "background work," etc.

Regional Meetings: (E)

E Planning meetings, editing, duplication, distribution

E Provide materials, preliminary planning assistance, secretarial help, etc.

Seminars: (E)

E Same as for Regional meetings

Fiscal Affairs: (for those not handled by NAEB Treasurer)

C Maintain complete, detailed records of monies handled though the University with a detailed break-down of income, expenditures by class, etc.

B Prepare budgets, requests to foundations, etc.

D Prepare monthly, quarterly and annual financial reports (detailing expenditures and income by various classes) for Officers and Board

A Advise Officers and Board on financial matters

A Handle sale and distribution of albums and publications and billing for same

A Record and forward dues and other pertinent monies to the Treasurer

A Close liaison with the Treasurer on preparation of lists for billing, consultation, and all financial matters

Foundation Relations:

A Meet and confer with foundation representatives

A Prepare requests for funds

B Prepare reports, both financial and activity

General relations with Officers and Board:

B Provide reports, data, background information, advice

B Handle routine matters for Officers and Board and prepare reports for their signatures

A Provide continuity between administrations and over the years

B Prepare agendas for meetings

International Relations:

C Work with Fulbright students - orientation, provide materials, references, information, answer requests for assistance, etc.

C Work with foreign educational and broadcasting organizations for exchange of information and persons

E Arrange detailed itineraries for foreign visitors (both those specifically visiting the NAEB and those brought over by the Institute for International Education, UNESCO, etc.)

Headquarters Staff work in connection with non-Headquarters projects: (C)

C Time devoted by Executive Director, Associate Director and secretarial staff to Network matters

C Time and energies devoted to Workshops, Seminars, Scholarship programs, Consultant Teams, Grants-in-Aid, etc. (Planning meetings; preparation, duplication and distribution of announcements and reports; coordination of applications for selection committees; notification of selection; attendance at, and often management of, workshops and seminars.)

Conventions and IERT:

C Help committees to plan for meetings, luncheons, etc; secure speakers; make hotel arrangements; invite distinguished guests; handle details while at meeting

FCC:

B General relations for the membership; obtain up-to-date information and distribute; advise legal counsel as to any action necessary

Other Government relations:

C Attempt to secure better postal rates

C Work with Customs on import and export of materials (both printed and program)

E Advise VOA, etc. when called upon, and help secure programs and cooperation from members

MARSH & McLENNAN
Insurance
231 South LaSalle Street
Chicago 4, Illinois

February 1, 1957

Mr. Harold E. Hill, Associate Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Hill:

With further reference to your telephone conversation with Mr. Donald Harper and me last week concerning workmen's compensation and comprehensive liability insurance for the operation of the National Association of Educational Broadcasters, we are pleased to present for your consideration the proposal which follows.

We would recommend for your consideration workmen's compensation insurance and the best estimate that we can make on the basis of the information furnished us in the telephone conversation follows:

	Payroll	Rate	
Clerical Office	$9,000	.08	$7.20
Technical Engineer rated as Salesman	5,200	.25	13.00
Expense Constant			10.00
Estimated Annual Premium			$30.20

We didn't get too much data on the duties of the technical engineer. However, we are assuming that his duties, which include traveling, are concerned principally with technical aspects of your operations and completion of details in the planning of these seminars. We have taken for granted that he does not handle or operate radio or T.V. broadcasting equipment. If his duties can be more accurately described or are other than we have assumed, we would appreciate receiving a more complete summary in order to determine a more applicable classification for his operations. The top salary taken for insurance purposes for any one individual is $5,200 annually and that accounts for the payroll appearing in the illustration above.

For liability protection of the National Association of Educational Broadcasters, we would propose a comprehensive general liability policy, providing bodily injury liability limits of $100/300,000 and property damage liability limit of $50/50,000.

This comprehensive general liability policy we are recommending provides the necessary liability insurance under a single contract subject to a limited number of standard exclusions in accordance with the attached specimen. It contains an automatic coverage feature, so that if new liability exposures are created during the term of the policy (as a result of undertaking new operations, etc.) you are automatically protected. It insures the "unknown" hazard, i.e., claims involving circumstances not within the scope of coverage under policies insuring only certain specified hazards. This policy is subject to audit following expiration so that you will be charged a premium commensurate with your actual risks. We presume from our discussion with you that products and completed operations coverage can be excluded since there is no product sold and no completed operation remaining as a hazard as the result of your operations.

We learned in our discussion with you that the only premises operation exposure on which a definite premium can be quoted for an annual period would be the office at Gregory Hall. On the basis of the area estimated by you, the annual premium for the office exposure and the exposure away from the premises emanating therefrom for the limits indicated above, would be $15.40 for bodily injury and $6.30 for property damage.

Additional premises operations exposures would be presented in the seminars and workshops which you conduct several times a year at various locations which cannot be definitely determined at the time the policy is written. This type of exposure seems eligible for classification under our manual rules as "Meetings: not conventions, on premises not owned or operated by the insured: Code 717As." The rates for this classification include coverage for the transportation hazard on vehicles including watercraft not owned, operated or hired by or for the insured or his employees. This classification also includes the consumption of beverages or food on such premises, and therefore would seem to cover the usual exposures out of which a claim might arise for persons who attended these seminars and whose expenses you pay.

Definite rates cannot be quoted for this code 717As because they vary by state. The basis of rates is a flat charge per location, per day, with provision for a graded reduction in rates for meetings in excess of four days. The only uniform rates for all states is the property damage rate for the first four days which would be $6.30 per location, per day, for each seminar and would be graded according to the following schedule for meetings in excess of four days.

To give you an idea of the bodily injury liability rate variation, they range from 3.75 to 6.05 in Illinois (exclusive of the Chicago area). These rates for the seminars are for basic limits of $5,000 per person and $10,000 per accident and for all states average under 5.00, but with the increased charge for the limits we are recommending of $100,000 per person and $300,000 per accident, the average charge would be just under $9.00 per location, per day, for each seminar. Unfortunately, we cannot use an average rate but must use the proper rate for the location in which the meeting is held. We have given you the above average rate merely as an indication of the wide difference in rate by territory. We would propose to write this comprehensive policy with a deposit premium based on the above average rates for three seminars, each conducted for a period of seven days. Such a deposit would be $147.36 for bodily injury and $103.95 for property damage. This deposit would be credited

against the proper premium charges for the seminars when their location was known and the period of time was determined, and would be subject to audit. You would have automatic coverage for these seminars, but as you would advise us of each seminar, the policy would be endorsed with the appropriate graded rates for the seminars and by final audit the correct premium determined for all seminars, and the advance deposit premium credited against such proper earned premium for seminars as determined by the individual seminar endorsements.

The schedule of rates for each seminar, per location, per day would be determined as follows:

First four days - 100% of manual rates (as quoted in paragraphs above)
Next four days - 50% of manual rates
Next seven days - 25% of manual rates
Over fifteen days - 10% of manual rates

With further reference to our conversation, you advised there were no contractual agreements of any type either in connection with the office or in connection with the seminars. Our best estimate of your comprehensive bodily injury liability premium and property damage liability premium for the rates indicated heretofore for the circumstances as we now know them would be as follows:

Premises-Operations	Bodily Injury Liability with Limits of $100/300,000	Property Damage Liability with Limits of $50/50,000
Office	$ 15.40	$ 6.30
Seminars (Deposit)	147.36	103.95
Special Coverage Premium	7.70	3.15
	$170.46	$113.40
Occurrence B.I. - 1%	3.85 MP	-
	$174.31	$113.40

The above premium charges show coverage for bodily injury on an occurrence basis at an additional nominal premium which we recommend. The basis of quotation as respects the seminars is subject to Bureau approval but we do not anticipate any difficulty in this respect.

The protection under this type of contract is automatic as we have mentioned before for the exposures insured and there could be additional premium developed from elevators, if any were operated by you, operations performed by independent contractors or any contractual agreements in writing once you have assumed liability of others. We recommend this as the broadest coverage for the risk involving the widespread and varied operations such as you have.

While the above liability insurance does not afford protection in connection with the operation of vehicles, we would suggest for inclusion in this contract or written separately liability insurance for non-owned automobiles. That exposure would be primarily vehicles which you might hire or automobiles which your employees would use on business of the Association which are neither owned, hired, leased or rented by the Association. You intimated that upon occasion a bus might be chartered and such protection would contemplate the inclusion of any liability which you might have as the result of the chartering of such transportation. In any event it would appear that the non-owned automobile exposure could be written on the basis of the minimum deposit premium which would be $15.40 for bodily injury with limits of $100/300,000 and $5.50 for a limit of $10,000 property damage. This premium would, of course, be subject to adjustment with respect to the hired car coverage based on the cost of rental of such autos according to the territory and depending on the amount of hire, might exceed the minimum premium quoted above. In order that we may be in a position to write this protection in the event it is desired, we would appreciate your completing the attached questionnaire with respect to automobile non-ownership exposure.

While this letter has been lengthy, we wanted to give you a full and complete explanation of the coverage which we recommend for your consideration and we will look forward to hearing from you further at such time as you have had the opportunity to reach a decision with respect to the workmen's compensation, comprehensive general liability insurance, including non-ownership automobile, and the accident insurance proposal contained in Mr. Mauloff's letter to you of January 22. Do not hesitate to communicate with us further concerning any questions relative to the insurance.

Many thanks again for the opportunity to develop these various proposals for your consideration.

Sincerely yours

MARSH & McLENNAN, INCORPORATED

Signed Wilson D. Sked

Assistant Vice President

W. D. Sked
LLP

Copied NAEB Headquarters 4/16/57dfc

MARSH & McLENNAN
Insurance

January 22, 1957

Mr. Harold E. Hill
Associate Director
National Association of
Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Hill:

Confirming our telephone conversation I will outline the Plan of Group Accident insurance as proposed by the market who is offering the broadest coverage at the lowest premium.

They will write a policy providing $100,000 accidental death and dismemberment covering all business travel on a twenty-four hour basis outside the city of residence or employment for named people. In addition, for the same four people $150.00 accident weekly indemnity payable for 52 weeks in the event of total disability and $50000.00 accident medical expense. The annual premium for all of this coverage is $332.00. In addition, as explained, we would have a rider attached providing blanket accident coverage for all other employees while traveling on the business of the Association, providing $15,000 for 52 weeks and $1,000 medical expense at a very nominal additional premium of $18.00. This would bring the total premium for all the coverage involved to $350.00 annually.

All that we would need to put this coverage in force would be the names of the four people, their beneficiaries and relationship with given first names. If you do not have group life insurance, we would use the Estate of the Staff Member as beneficiary under the blanket portion.

Also in connection with your discussion with Mr. Saad regarding Seminars, coverage can be arranged providing accidental death and dismemberment and a modest amount of weekly indemnity and medical expense. We would need a few days notice to negotiate a premium with underwriters. We would use the same market that we would place the basic contract in, as we would probably be able to secure a more attractive proposition for you. Generally speaking, depending on the length of the Seminars and the amounts of coverage desired, this should not run too high.

If after reviewing this you have any questions, please do not hesitate to call on us.

Yours very truly

MARSH & McLENNAN, INCORPORATED

Signed George J. Mauloff, Jr.

Manager, Accident and Health Department

if
Copied NAEB Headquarters 4/16/57dfc

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

NATIONAL ENDOWMENT FOR THE Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.